



interpret europe

European Association for
Heritage Interpretation



Newsletter

Summer 2015

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Dear members,

Our conference in Kraków was the highlight of the last three months. More than 100 delegates from over 30 countries thoroughly animated the conference theme 'Sensitive heritage – sensitive interpretation'. We are looking forward to the proceedings where summaries of many of the near-fifty papers, keynote addresses, workshops and presentations will be found.

However, after one conference is over, the next one appears on the horizon. Those who were in Kraków already know that we shall be meeting in Mechelen, Belgium from 21 to 24 May 2016. For this upcoming Interpret Europe conference we have been invited by Herita, Flanders Heritage Association, which will be the organiser together with other Belgian partners. The first announcement is at www.interpret-europe.net/conference.

Mechelen is close to Brussels where the European Commission and many other European institutions are based. In recent years, heritage has become an important focus of attention for the European policy makers. It has been recognised as an integral part of the European project, shifting the attention from the traditional approach of conservation and preservation towards the significance of heritage for the further development of Europe, its citizenship and its social cohesion. For that reason, heritage interpretation has the opportunity to become a very important topic in the years to come. We recently met with Herita's management to develop the first ideas about how to make the best advantage of that opportunity.

Apart from the preparations for the next conference, we are currently working out a strategic plan for the years 2016-2020. Whoever attended the General Assembly in Kraków will be aware of that. IE's Supervisory Committee and Management intend to meet in November to discuss the draft proposals. Before then, a lot of work needs to be done.

When browsing through the contents of this newsletter, we were delighted to see how many cross-border activities are being developed by our members. Some of the articles also show that the ideas behind these activities reflect the policies of those who are in charge of our European future. If we can link these two goals: our cross-border activities and the work of our decision-makers, heritage interpretation in Europe can develop and prosper. Let's grab that chance.

Willem Derde and Thorsten Ludwig
Managing Directors

Reports from our conference

Looking back at our conference in Kraków

by Elena Kragulj, Bahrain

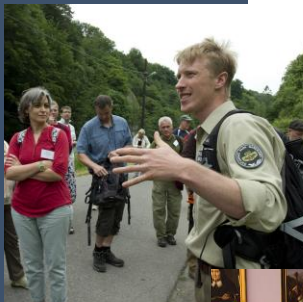


Expectations are always high when going to a conference for the first time. What to say? How to act? How to leave a good impression? And, of course, never forget to smile! The 2015 Interpret Europe Conference was not the first conference in my life but it was the first conference with interpretation professionals. It turned out there was no reason to worry, the Interpret Europe community made all of us newcomers feel very welcome and set all barriers aside. It was clear from the beginning that we were all equals and we were all there to learn from each other!

The very peaceful venue of Przegorzały in Krakow was an excellent choice for the “Sensitive heritage, sensitive interpretation” topic of the conference. In such a friendly atmosphere, discussing interpretation in the context of sensitive heritage was both lively and productive.



The pre-conference visit to Auschwitz was emotionally charged and insightful; it raised many questions as to how and at what time distance such dark and sensitive heritage should be interpreted. What took place in the following days was a succession of interesting keynotes, parallel sessions and workshops as well as a selection of site visits to choose from. It was quite hard deciding which of the parallel sessions to attend, as choosing one meant missing out on the other three!



Some of the topics which were discussed during the conference related to people's identities, beliefs and value systems, how they are and how they can be interpreted, as well as raising the issue of avoiding interpretation becoming ‘interpretganda’. Interpretation was observed from different angles including presentation and design, multimedia, local community involvement, visitor needs, interactions with wildlife and many more.

The study visits were interesting, inspiring and challenging...



Everyone had the opportunity to choose her or his focus, and we all took away different impressions.

Julia Wimmer, student, considers that “the conference was well organized and extremely informative. It gave me the opportunity to network with heritage professionals for myself and my master thesis. It was a good combination of lectures, visits and talks.”

I particularly enjoyed the visit to the smallest national park in Poland, Ojców National Park. We got to know how museums work in Poland. We also discovered a lot about the Polish heritage and history. I learned a great deal and I'm looking forward to attending the next conference in Belgium. Thanks to everyone who helped make this happen!



... but there was also enough time for fun and relaxation.



The Interpret Europe Conference is an event where people who are professionally engaged with, or passionate about, interpretation can come together and learn from each other in an informal context. As someone who is new to the Interpret Europe community, I would be interested to see in the future more professional development projects / programmes / workshops being organised by Interpret Europe.

I was new to Interpret Europe. I had never heard of this field of endeavor before. What a pleasant surprise!

I met a group of warm, welcoming, open people. You were easy to get to know, had a lot of interesting things to teach me - and, you listened. I hope to maintain an official relationship with IE as well as many personal relationships. Thank you!

Leora Tec, USA



Market of ideas

by Susan Cross, UK

Bringing ideas to the market at the Interpret Europe Conference in Krakow

One of the best things about an Interpret Europe conference is the exchange of ideas. Wherever you go, you will see interpreters from different countries deep in conversation. The tricky thing is how to capture all those good ideas. That is what the Market of Ideas is for.

This year we had seven big questions and seven conversations, each in a separate room. People were free to wander from room to room, or to stay with their favourite topic. It could have been chaotic but thanks to the skills of our seven facilitators, a few reminders from me, and the good humour and goodwill of Interpret Europe members it worked very well.

The Market of Ideas generated not only good discussions but also some interesting ideas to think about over the coming year and years. There was a small disappointment too – but we'll come to that later.



*Conference delegates
visiting a cave in the
Ojców National Park*

Starting points

Our seven questions were:

- What do we as members expect from IE?
- What can we, as members do for IE?
- How can we increase the membership of IE?
- What projects could bring us together within IE?
- How can IE be heard at the European level?
- How can training take place under the umbrella of IE?
- How could universities co-operate with IE?

Discussions

Seven lively groups produced lots of ideas and proposals. Interestingly, several ideas came from more than one group. Some of the ideas are below. (I apologise to any individuals or groups whose notes I have misunderstood or misrepresented.) If your favourite idea from the Market of Ideas is not on this list please write to the newsletter editor and we will include it next time.

1. Interpret Europe should build up a library of best practice examples and case studies of interpretation across Europe. These should demonstrate the functions and diversity of interpretation. This would be a valuable resource for inspiring interpreters, for training and for advocacy work. This would be an on-line resource, possibly a closed Facebook group.

2. We could work towards having national representatives of Interpret Europe and IE membership at the Regional / National level. National representatives would be an ambassador and a point of contact for Interpret Europe. They could provide advice on interpretation nationally, represent IE on national bodies and attend national meetings and conferences to promote IE.
3. We need to raise awareness of the strategic importance and value of interpretation. We should advocate interpretation being recognised as a profession.
4. Interpret Europe Conferences are important to members for meeting people, networking, hearing new ideas and going on study visits. They allow us to experience different countries and to widen our understanding of Europe. They also support us personally and professionally.
5. Encourage members to use the theme of the IE conference in their training and at their sites throughout the year.
6. Interpret Europe should develop training in interpretation both on-line and live. This should be based on common goals, principles and best practice but slightly adapted for each country, and translated into different languages. Training should be delivered by trained and IE-accredited trainers who will then train people in their own countries.
7. Set up discussions and forums, maybe as a Linked-In group.
8. Cultivate contacts at a European level in the areas of cultural heritage, nature conservation, tourism and regional development. Appeal to IE members to identify individual contacts.
9. Members should attend European events and give talks to communicate the value of IE.
10. We should encourage each member to recruit one new member each year.
11. Interpret Europe should produce on-line and printed publications, such as themed newsletters.
12. Interpret Europe should develop a strategy to involve universities and to create a platform for research and practice. This could lead to the creation of a European peer-reviewed journal.

Conclusions

This Market of Ideas was very profitable; it produced an excellent number and variety of interesting ideas. Some of them are easily achievable; others will take longer and more work. Together they present a picture of an organisation that is confident and ambitious in thinking about the future. This was a very positive exercise.

Since the Conference the outputs from all the discussions have been carefully written up and will now be considered as part of the development of the Strategic Plan for 2016-2020 which will keep Management and Supervisory Committee on their toes during the second half of this year.

And that one small disappointment? We had asked for people to volunteer to help with the tasks. Very few names came forward. So the next step must be to find people who would like to help move some of these forward.

If you would like to help with anything on the list of ideas please contact our Directors (thorsten.ludwig@interpret-europe.net or willem.derde@interpret-europe.net).

European projects on interpretation

Inherit

by Steven Richards-Price, UK



What's happening with the InHerit project?

What is the InHerit project?

Interpret Europe is a partner in the InHerit Grundtvig Multilateral project. To refresh your memory, the project aims to improve the learning experience of non-captive audiences visiting heritage sites and museums by developing the interpretation competences of all relevant professionals on site. InHerit targets managers, guides, content writers etc. in heritage organizations willing to invest in better interpretation to connect with their audience. Therefore the team will create and provide in-service training material and deliver in-service training courses on heritage interpretation. The project will also develop a strategy to establish heritage interpretation as a recognised profession in the museum, monuments and sites sector.

Competence profile for heritage interpreters

The basis for the creation of a curriculum for heritage interpreters is the competence profile. InHerit has created a framework for competences in the professional field of heritage interpretation, a competence matrix, which provides guidance for a structured development in the field. This not only includes those who are employed or self-employed in the sector but also the important group of volunteers who are indispensable for many sites or museums. The InHerit competence matrix maps competencies that are relevant to the professional field of heritage interpretation to the European Qualifications Framework (EQF).

Core competence areas in the field of heritage interpretation:

- Research;
- Conceptualisation and planning;
- Personal delivery (e.g. roving interpretation, guiding, costumed live interpretation);
- Delivery by media (e.g. labels and panels, mechanical or digital interactives, audio-guides, smart phone apps, projections, for self-guided trails and exhibitions).

In practice, an individual does not need to be competent in all these areas; which competence areas are relevant and at what level depends on the specific position an interpreter holds.

This matrix does not link competencies to interpretive tasks or jobs/roles but links competences to qualification levels. A certain job/role in a certain context will require a combination of identified competences at different levels. For example, interpretation staff acting as local guides would need a combination of competencies at different levels of qualification.

See the final profile on the project website www.interpretingheritage.eu under 'Outcomes'.



Curriculum outline

A next step to clarify the InHerit approach and help in-service training course organisers organise their course is a training curriculum outline for three selected prototype 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. This is also available on the project website.

InHerit Pilot Courses

In order to test the approach InHerit will pilot two courses, one in the UK and one in Italy. The InHerit pilot course is a 3 day introductory course. This course will be for a mix of roles and introduce learners to the approach of heritage interpretation. It will target heritage staff and adult educators already working in the field of non-formal and informal adult learning at monuments, sites, natural protected areas and museums, who are nevertheless not yet familiar with the approach and methodology of heritage interpretation. The main goal of the course is to help participants develop the necessary competences for successfully introducing the concept of heritage interpretation in their own working context. The UK pilot is in September so we will let you know how it went.

Relationship between HI and European humanism/Enlightenment in educational history

If you are wanting to discover how the roots of interpretation practice can be traced in key strands of educational theory, and on its relationship to major movements in Western philosophy, then have a look at the draft paper on the project website. Discover more about all these exciting developments on the project website – available in a number of languages at www.interpretingheritage.eu.



HISA – Heritage Interpretation for Senior Audiences

by Bettina Lehnies, Germany



Heritage Interpretation
for Senior Audiences

We will all get old...

Throughout Europe the proportion of people in society that are over 55 is increasing. A great many of them are active citizens with interests in heritage and the environment, and with the time and resources to satisfy these interests and enthusiasms. They are an important [audience or] visitor segment for heritage sites and one that is likely to grow in the coming decades.

It's common knowledge that seniors are happy about more seats and fewer steps while visiting a museum or a site. But what are their requirements regarding interpretation? What can they contribute through life experiences? How can they actively support the work of a site?

These and other questions were discussed during five HISA meetings. Different backgrounds and experiences of the five partner institutions guaranteed lively discussions.



The partners are:

- Society of Friends of the National Museum in Krakow
- Red Kite Environment Ltd, UK
- Ce.S.F.Or – Centro Studi Formazione Orientamento
- University of Malta, Institute for Tourism Travel and Culture
- Interpret Europe - European Association for Heritage Interpretation e.V.

After meetings in Bristol (UK), Kraków (Poland), Rome (Italy) and Mdina (Malta) the project group gathered for the last time at Waldkirch in the Black Forest (Germany).

From 8 to 10 July 2015 we were hosted by the town museum of Waldkirch.

Vogtsbauernhof: A good practice example of relating an exhibition to seniors' life experience: the barn of childhood where visitors can explore the plays and school benches which they recall from their own youth



As practical experiences are often the best educators three different guided tours were included into the programme:

The Vogtsbauernhof, a Black Forest open air museum, a tour about “stumbling stones” in remembrance of the deportations during the Nazi regime in Freiburg and a sounding tour on organs in the Waldkirch town museum delivered a lot of food for discussions.

Some more work needs to be done before a manual with recommendations will be available in autumn.



Interpreting our European heritage

by José María de Juan Alonso,
Spain



“Interpreting our European Heritage” is an European Leonardo da Vinci-Transfer of Innovation Project, framed in the Lifelong Learning Programme. It is led by the Spanish consultancy company Koan Consulting and works with partners from seven European countries: Aris Formazione and Consorzio Itaca in Italy; BEST in Austria; Diesis in Belgium; Tradenet Global in Hungary; NEC in Slovenia.

In order to provide institutional support and public visibility for the Project, it depends also on the support – as associated partners – of Segovia Municipality and CENEAM, the National Center for the Environmental Education in Spain, Regione Umbria in Italy, Budapest Chamber of Commerce in Hungary and Interpret Europe.

The Project lasts for two years, from October 2013 to September 2015.

The core objective of the Project is contributing to the creation of a professional qualification as a European heritage interpreter, applying the largely validated European tools and frameworks of professional training (ECVET, EQF). This process allows us to recognize and to validate the knowledge of heritage interpretation acquired at a professional and experiential level, by people undertaking heritage interpretation activities, particularly related to the tourism sector, in order to boost and ensure the mobility of these professionals at a European level.

Within this goal, the Project carries out a series of activities briefly described as follows: research and analysis of the current situation of heritage interpretation professionals in the countries involved; analysis of good practice under ECVET

processes, which have facilitated the transparency and recognition of competences and qualifications in the wide field of tourism and leisure sectors; definition of an ECVET action plan for the qualification of heritage interpreters; definition and agreement of the Memorandum of Understanding/ MoU ECVET; pilot phase.

The dissemination and communication of the Project is provided by its own website www.interpretingoureuropeanheritage.com; the Infodays held in each member country; the ADAM European platform on Leonardo da Vinci projects; as related to each partner's network.

Once produced and evaluated, in phases 2 and 3, the Consortium carrying out the project decided to divide the qualification of European heritage interpreter into two professional qualifications, that would reflect better the common reality in Europe; that is, adapted to a medium level professional training, as it was proposed within the project. The two qualifications were defined as 'interpretive guide' and 'interpretive host', intended to fit into the two related professional fields.



The Consortium has worked continuously and in depth during the Project on the design of these professional qualifications. To this end, the Consortium has depended greatly on the advice of professionals, the academic sector and Interpret Europe; IE has provided materials and results from the HeriQ and InHerit projects in which Interpret Europe has been actively involved.

At the moment, the Consortium is finishing the project while looking for future synergies and convergences among the results of these three projects noted above. The collaboration of members from the professional guides' associations and heritage interpreters' associations has also been established in the member countries, with the aim of ensuring a sustainable future impact of the project in the professional world of heritage interpretation in all the countries involved; throughout the European Union. It looks to generate future synergies with professional bodies, academia and tourist destinations themselves.



At this moment we are working in the pilot phase of activation of the ECVET process in each participating country; this is in order to involve the professionals of heritage interpretation in the recognition of their competences, skills and learning results.

In September 2015, the final meeting of the project will be held in Brussels. 'Interpreting our European Heritage', supported by the participation of all partners; will include an Infoday open to the public, where the final results of the project will be presented and discussed.

All progress and results of the Project can be seen in the website <http://www.interpretingoureuropeanheritage.com/>

Guide manual No. 12 – the Hungarian version

As the twelfth language version, the Hungarian HeriQ training manual for interpretive guides was recently translated by Jozsef Misz and Aniko Korenchy-Misz on behalf of the Foundation for Museums and Visitors, Hungary. This organisation works mainly with museums and heritage associations so the initial benefits will be seen by that audience.

In Hungary there is a lack of training for museum and heritage guides in interpretation. The manual will nicely bridge this gap and help them increase their consciousness in planning their talks and walks. Also, zoo educators and guides at nature parks can enhance their tours or talks by reading the manual and trying out the exercises. In Budapest thematic city walks are increasingly popular. For that reason, we are going to promote the book to the organizers of those walks as well.

The complete manual is extremely useful and clear but I really liked the part on building up a talk by creating theme card scripts. The part on sustainability will not always be easy to put into practice in museum settings but I can hardly wait to try the material and organise or facilitate training using it.

All 12 language versions of the manual can be found at

<http://heriq.org/category/downloads>.

by Anikó Miszné Korenchy, Hungary

Together for interpretation

In spring, a joint interpretive training event took place in the Gesäuse National Park in Austria. Two Austrian national parks (Kalkalpen and Gesäuse) had invited Thorsten Ludwig to train some of their rangers in nature interpretation.



The intense three-day training course was very close to the HeriQ five-day certification course for interpretive guides. After starting with the history of heritage interpretation, the six principles of Freeman Tilden, the interpretive triangle and some definitions of key terms, the participants had soon to get active. Exercises on how to find a 'phenomenon', how to offer meanings through 'universals' and theme statements, and how to connect people to places through different 'stepping stones' were followed by planning and performing interpretive talks and – finally – two short interpretive walks. In order to find out about possible improvements, the interpretive talks and walks were video-taped and evaluated by the group against the HeriQ quality criteria that had been introduced during the exercises.



All participants agreed that they enjoyed the training and pointed out how they could apply some of the knowledge and skills in their future programmes. As a first outcome, the rangers expressed their wish to do more joint training events and decided that they now want to peer-review themselves in their guided walks cross-park-wise. In particular, the experience that the parks are able to use the HeriQ training tools on their own could be a first step to establishing continuous interpretive training in all Austrian national parks.

by Markus Blank, Austria



‘The Interpretive Guide’ is back

‘The interpretive Guide’, the training manual produced within the HeriQ programme for its certification course for guides, was first published in summer 2014. After a study visit in Italy and field testing courses in Bulgaria, France, Greece and Spain, the manual has now been revised and extended.

Comments made by trainers and trainees of the courses, as well as by several other members of Interpret Europe, have been incorporated and a useful glossary of terms commonly used in heritage interpretation has been added. The second English edition, now containing 40 pages, was published in May 2015. Its printed version was distributed to all participants at IE’s conference in Kraków.

Do you want to have a look at it? You can download the pdf of the new version for free from <http://heriq.org/category/downloads>.

by Valya Stergioti, Greece



L.I.G.H.T. on Heritage

by Margarita Kaisheva, Bulgaria



The “L.I.G.H.T. on Heritage” project is a result of a long dreamt idea of the Bulgarian Center for Heritage Interpretation (CHI) to interpret in innovative way the amazing cultural and natural heritage of the town of Belogradchik, located in North-West of Bulgaria in a culturally rich and biodiverse mountainous area. The abbreviation L.I.G.H.T. stands for “Local Initiative for Guiding Heritage for Tomorrow”. We are proud of just completing, very successfully, all the project activities. They were accomplished in cooperation with our Swiss partner, the Open Space Institute of Rapperswil.

With the “L I G H T on Heritage” project we attempted to establish a good community practice by stepping on principles of quality heritage interpretation of local phenomena. Our approach laid a great deal on what we learned as part of the HeriQ Leonardo project and as a whole as an IE member since 2011. The leading paradigm of the CHI is that accessibility and understanding of heritage is as much a HUMAN RIGHT, as is the water, or freedom, for example.

L.I.G.H.T. is introducing innovative concept and model for heritage interpretation by employing the exceptional natural and cultural heritage of the Belogradchik municipality in benefit of local community, in line with destination management and UNESCO perspective of Belogradchik rocks as natural phenomena.

Main achievements of the project are:

- Establishment of a “L.I.G.H.T. on Heritage” social network as the fundament for innovation and creativity of local community towards its heritage;
- Adoption of a “Policy paper” as a guiding platform to support the physical, cognitive and emotional accessibility of heritage;
- Capacity development for enhancing local knowledge and skills in heritage interpretation as the most powerful tool to unlock natural and cultural heritage values

- Encouragement of heritage entrepreneurship that meets demand and supply by “**Manufaktura**” exercise & contest that support identification and interpretation of authentic heritage assets of Belogradchik. The results can serve as prototypes of locally based souvenirs
- A “**L.I.G.H.T. on Heritage**” **booklet** with interpretive texts for communicating heritage and inspiring visitors’ and tourists’ interest
- A **conceptual interpretive heritage trail** representing mixed cultural and natural assets of the locality. Our heritage trail was designed to support physical, mental and emotional understanding of heritage as well as for the place-driven learning
- A **L.I.G.H.T. on Heritage movie**, focused on the unique selling points (USP) of Belogradchik natural and cultural heritage, to inspire interest in the heritage trail
- Preparation of an “**Easy Guide for Interpreters**” of mixed heritage, natural and cultural



We approached natural and cultural heritage as an integrated entity and developed skills and tools to reveal its hidden features – unknown and unexplored in interpretation by now. That is why we started with the valorization of local heritage assets, to support the design of attractive interpretive products that will take visitors and tourists beyond simple facts, in places where they will receive messages. And, in addition, to offer a bolder, wiser and more entertaining concept for interpretation. All activities were accomplished with the involvement of local people. During the project, we tried to develop inspiration, networking, and entertainment. We created unexpected activities for children from the two schools that were heavily involved, as well as providing must-try opportunities for them. This meant that they were able to experience new ways of creating, promoting, marketing and managing their heritage. The background to the project was to create long-lasting business relationships for tourism providers. We suggested a series of initiatives that will make sure networking is not a difficult experience but can be a pleasant and entertaining adventure as well.



Innoguide 2.0

by Iva Silla, Croatia



Several months ago, we shared information about an interesting project called “Innoguide 2.0 – Guiding as a trigger for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding”. It is part of the Erasmus+ funding programme.

The project will end in the second half of 2016, but there are already so many novelties. A new modern website was created. Transformation of the e-learning platform is still not complete, but many new teaching materials are already available. The project team has started a blog and uses social networks regularly to reach as many people as possible. The entire project team is working hard to keep Innoguide alive even after the Erasmus+ project-period is over. One of the aims is to make the Innoguide brand more inviting and user-friendly.

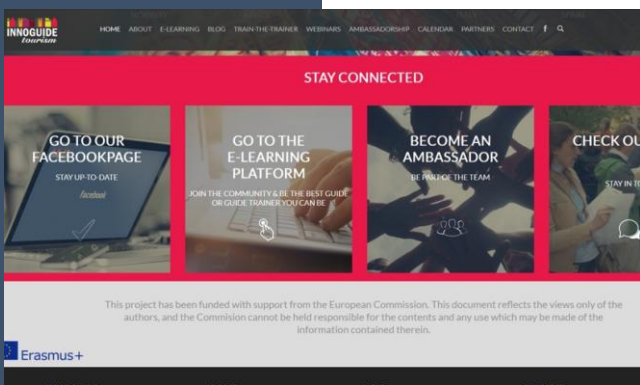
The project team consists of several educational institutions experienced in guide training, and they conduct the development of the online teaching tools. In other words, a completely free online platform is being updated by experts, and it offers high quality teaching materials for guide trainers and tour guides. By using those materials, you can improve your skills in the areas of sustainability, cross-culturality and experiential guiding.



Service design institutions are also members of the project team. Using service design methodology, through workshops and follow-up surveys in various European countries, several types of tour guide profiles have been developed. Those findings are currently being tested, with the final aim of creating self-scan instruments for tour guides organisations.

It has been almost a year since Innoguide 2.0 kicked off and a great amount of work has already been done. A lot of people are now acquainted with the project, are registered to the online platform and have started using it. So far, we have been receiving nothing but positive

feedback from the users. People who support the project and wish to spread the word can become Innoguide ambassadors. I'm sure the number of the ambassadors will grow, because so far, this project has also served as a platform that reunites all the stakeholders (guides, people involved in the education of guides, tourism boards, non profit guides organisations and travel agencies on both local and international level), it gives them occasional opportunities to exchange experiences. Most importantly, it raises awareness of how important the professional development and lifelong education of tour guides is.



More info:

Web and e-learning platform: www.innoguidetourism.eu

News and updates on the project Facebook page: <http://www.facebook.com/innoguide>

Instagram: <https://instagram.com/innoguide2.0/>

Contact: Petra Huyst (project coordinator at VisitFlanders, Belgium)

email: petra.huyst@toerisme-vlaanderen.be



Training in Hungary
by Zsuzsa Berecz, Hungary

New training centre in Hungary coming soon!

Our Association of Cultural Heritage Managers (KÖME) began a collaboration last year with Lars Wohlers and his KON-TIKI training and evaluation consultancy from Lüneburg, and together partnered with several institutions from Hungary to realize a pilot training programme on heritage interpretation. As the pilot project ends in September 2015, it is time for us to review the past months and share the news.

Our project was designed to be a first important step towards introducing heritage interpretation as a new approach in heritage management and towards a new professional field in Hungary. By bringing together peer practitioners with very



different backgrounds and very different fore-knowledge we aimed to address the need for stepping beyond institutional frameworks, thinking interdisciplinarily and learning from each other.

In summer and autumn 2014 we organized two blocks of workshops each with over 20 participants. The training was conceived by Lars Wohlers (KON-TIKI) and KÖME, and led by Lars. We complemented the workshops with one-day heritage tours to interesting sites near Budapest. One of the main lessons we learned was that we need an extensively practice-oriented format. Considering that it is a training programme for professionals, it is important to start by concentrating on the existing experiences of the participants, challenging the existing practices and using them as basis to build upon.



In September 2015 we will publish a manual – the first handbook on heritage interpretation in Hungarian. The book is written by Lars Wohlers, and it contains not only the essence of Lars' teaching and planning experience from the past decades but also the results of our training – in the form of examples and case studies. We consider the book a starting point of a wide discussion on the term and methodology of heritage interpretation in a Hungarian context. That is why we are launching an open blog with Hungarian as the working language this summer, as a platform for various interpretation-related topics and various voices. We hope to engage a number of professionals in the discussion and sharing of relevant materials, comments, case studies.

The continuation of our pilot project will be a training centre for heritage interpretation and sustainable land use. The centre will be located in Pomaz, on an ecological goat farm in the Pilis Biosphere Reserve. In this project, we will continue our collaboration with Lars Wohlers and KON-TIKI, and start off an intensive collaboration with the Central European University (CEU) Cultural Heritage Studies Program as well as with the Danube-Ipoly National Park Directorate. With the support of the Deutsche Bundesstiftung Umwelt (DBU), we will organize a nationally accredited training for future trainers in interpretation and sustainable land use, establish and run a visitor centre and community space on the site involving local partners and inhabitants, and design – together with CEU students – different interpretive tools for the site.

We would like the Pomaz training centre to become a cutting-edge institution with strong local roots and a wide international network. In the first two years, 2015-2016, we will host and join international exchange programmes and invite international experts. We believe that it is crucial to reflect on the situation of heritage management within Central Europe, to learn and share views within the region... and beyond.

Any individuals or institutions interested in joining our endeavor are warmly welcome!
www.heritagemanager.hu

News and activities

Worldwide cooperation

by Bill Taylor, UK

Some THING is happening!

Interpret Europe is actively involved in taking forward stronger links between existing interpretive associations. Recent informal discussions at the NAI Workshop in Denver in November, at the International Conference in Montreal in May and at our Kraków Conference in June all confirmed that some THING was desired. It was decided not to be prescriptive about what we call this as this can lead to assumptions about structures and activities. A group of three or four have been tasked with pulling together existing cooperative initiatives such as our Freiburg Declaration with the intention of have some kind of statement of intent for existing Associations to hopefully endorse three to six months from now. It has been accepted through these discussions that the THING would seek to be a global advocate for the role of interpretation: would allow for international networking and seek to support new and potential associations worldwide. We will keep you informed of developments.



The European Heritage Label

by Willem Derde, Belgium



How interpretation can make a difference

The European Heritage Label was awarded for the second time to 14 sites from across Europe. The ceremony took place in the Solvay Library in Brussels on 15 and 16 April 2015. A network meeting for EHL-labelled sites was organised for the first time by the European Commission to inspire managers and curators to communicate better the value of their sites to the visitors and interested communities. Interpret Europe was invited to talk about the issue of heritage interpretation.

What is the European Heritage Label?

The European Heritage Label (EHL), which was formally established in 2011, is an important landmark in the heritage policy of the European Union. The Label is awarded to sites that have played a significant role in the history of Europe and that celebrate and symbolise European ideals and values. The label is also an effort to bring the European Union and its citizens closer together by remembering, celebrating and reflecting upon the shared European history that is made tangible and concrete at the different sites.

What sets the European Heritage Label apart from other heritage labels such as the well-known UNESCO World Heritage is that the sites are selected for their capacity of contribute to the European narrative and its history. Because of this focus, the sites are also selected for the range of educational activities they offer, especially for young people. Ultimately, the awarded sites will start to build up a network that, taken together, will offer an overview of how the past has shaped what today defines Europe as a culture.

Heritage interpretation can make a difference

The goal of the EHL is not only ambitious because it covers European history in all its different aspects and diversity, but also unique. Heritage sites are selected for what they have to offer in terms of the European narrative rather than their aesthetic,

architectural or other values. In other words, it is the impact that the sites have on the visitor's understanding of Europe's history that lends the label its peculiar value. If there is one approach that can help the European Union to achieve the goals it has set for the European Heritage Label, then surely it is heritage interpretation. Indeed, it is through interpretation that the significance of a site is communicated to the audience and that a meaningful connection is established. It is also by means of interpretation that the citizens of the European Union can start to care for what they share in common and for what they can offer to the world.

In my presentation at the network meeting, I focused on how a site can overcome its local dimension and starts to exemplify its significance in the context of the history of Europe. I also focused on the general goals of the EHL and how interpretation could be a tool for site managers to live up to the expectations set out by the Label. A workshop on a participatory approach on heritage interpretation and audience development was then set up at which the participants were invited to look at their site from the perspective of different kinds of audiences, such as for example an Asian tourist, someone who hardly visits sites and museums, a 10-year-old child, etc. The results of that workshop were wrapped up and presented with the help of Jan Sieburg from The Netherlands.

For more information about the European Heritage Label, please visit:

http://ec.europa.eu/programmes/creative-europe/actions/heritage-label/index_en.htm



News from AHI

by Bill Bevan, UK

AHI 2015 Discover Heritage Awards – Shortlist announced

The Association for Heritage Interpretation (UK) announced the shortlist for the AHI 2015 Discover Heritage Awards including 49 entries from all over Great Britain and Ireland.

AHI Discover Heritage Awards are the only UK and Irish awards to recognise all types of heritage interpretation. Projects of all shapes, sizes and budgets were entered from England, Northern Ireland, the Republic of Ireland, Scotland and Wales. Shortlisted and commended sites were chosen by a team of interpretation experts from around the UK and Ireland, and the quality of interpretation was consistently high.

Shortlisted entries will be visited anonymously over the summer by AHI site judges and the winners will be announced by AHI patron Loyd Grossman on the night of the gala awards ceremony, held at the AHI conference on the 21st October at the Hilton Central Hotel, Newbury.

You can visit the awards pages on the AHI website. The full list of shortlisted and commended entries can be seen at www.ahi.org.uk/www/awards/categories.



Momentum for Heritage

by Karel Dendooven, Belgium

In 2014, the Council of the European Union and the European Commission published a number of valuable documents regarding the role and importance of cultural heritage (see IE Newsletter Summer 2014). It created a momentum of policy makers recognizing the potential of Europe's cultural heritage.



This year, the European Union increased the momentum with the publication of 'Getting Cultural Heritage to Work for Europe' by the Horizon 2020 Expert Group on Cultural Heritage and the adoption of the 'Namur Declaration' as a conclusion of the 6th Conference of Ministers responsible for Heritage, organised under the Belgian Chairmanship of the Council of Europe. The declaration defines the objectives and priorities for a future common European Heritage Strategy which the Ministers strive to adopt by the end of 2016.

Getting Cultural Heritage to Work for Europe

http://ec.europa.eu/culture/news/2015/0427-heritage-2020_en.htm

6th Conference of Ministers responsible for Heritage and the Namur Declaration

<http://www.coe.int/en/web/portal/-/6th-conference-of-ministers-responsible-for-cultural-heritage>

Facts and figures about heritage

In addition, the results of the 'Cultural Heritage Counts for Europa project' were presented in Oslo on 12 June 2015. This project was carried out between July 2013 and June 2015 by a consortium of European partners, with full support of the European Commission. The project partners collected and analyzed evidence-based research and case studies from different European countries with three aims:

- to demonstrate the value and potential of cultural heritage as a strategic resource for a sustainable Europe
- to raise public and political awareness of this resource
- to present strategic recommendations to European decision makers;

The main findings and strategic recommendations emphasize heritage's full potential by providing compelling evidence of the value of cultural heritage and its impact on Europe's economy, culture, society and the environment. This holistic approach is an added value when measuring the impact of cultural heritage on employment, identity, social cohesion, regional attractiveness, creativity and innovation, economic contribution, climate change, quality of life, education and lifelong learning.

There are four striking examples. While the car industry is estimated to produce up to 6.3 indirect jobs for each direct job, the cultural heritage sector has a quotient of 26.7. The Borgund Stave Church in Norway generates 628.5% of return on the yearly investment for maintenance. The most common motives for visitors of the Castle Museum of Pszczyna in Poland are the desire to spend time in pleasant surroundings and getting to know the unknown. In the city of Mechelen in Belgium (where the 2016

Interpret Europe Conference will take place), 84% of citizens consulted highlight heritage as the biggest contributor to the new image of the city. The project resulted in 10 key findings and five strategic recommendations, beside a detailed report with the currently available and accessible data within EU Member States on the wide-ranging impacts of cultural heritage in Europe.

Organisations such as Europa Nostra and other members of the European Heritage Alliance 3.3



hope that “the work will contribute to strengthening the dialogue between civil society and decision makers, with a view to realising the full potential of cultural heritage as a strategic resource for Europe’s future sustainable development”.

Direct link to the Cultural Heritage Counts for Europa project website

<http://www.encatc.org/culturalheritagecountsforeurope/>

Direct link to the executive summary and strategic recommendations

http://www.encatc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE_REPORT_ExecutiveSummary_v2.pdf

Direct link to the full report

http://www.encatc.org/culturalheritagecountsforeurope/wp-content/uploads/2015/06/CHCfE_FULL-REPORT_v2.pdf



Industrial Heritage

by Adriaan Linters, Belgium

The European campaign for industrial and technical heritage

The Industrial Revolution originated in Europe in the 18th and early 19th century, and spread later to other continents. It was the start of a global economy, where techniques and technologies, materials, engines and tools, capital, new social and political ideas crossed borders without limits.

The industrial and technical heritage is, as such, a pan-European heritage.

Therefore cross-border cooperation and exchange of knowledge and information is necessary to research, save and interpret the industrial and technical heritage of countries and regions.

In 2009, the annual weekend of E-FAITH, the European Federation of Associations of Industrial and Technical Heritage, took place in Calais. An evening, in a pub - where often good ideas arise - somebody launched the idea to set the industrial and technical heritage in the spotlights through organizing a special European ‘Year’ devoted to this heritage. The idea spread fast, a memorandum was written and adopted at the end of 2010 and during 2011 and 2012 endorsed by some 200 associations from different countries. This idea was taken up in a report adopted by the Council of Europe¹: “The Assembly calls for continuous encouragement of public involvement and volunteer work that generates awareness and appreciation of the value of the industrial heritage and contributes through grassroots initiatives to designating for protection, preserving and converting to new uses thousands of industrial heritage sites across Europe. In this respect, the Assembly supports the campaign of the European Federation of Associations of Industrial and Technical Heritage (E-FAITH) calling for a European Industrial Heritage Year in 2015.”

As a result of this, the national coordinators of the European Heritage Days decided at their meeting in Baku (14-16 October 2014) to set the general theme of the 2015 EHD to industrial and technical heritage. Many countries (such as Germany, Finland, Ireland, Sweden and Spain) will focus on the industrial and technical heritage, while other have added the subject as a sub-theme to their program or will focus attention on it although having a different theme.

Certainly the 2015 European Heritage Days will increase public awareness of the recent heritage of technology and industry - and stimulate its conservation and interpretation by owners, associations and public authorities.



*Explaining and interpreting
silk weaving in Lyon, during
the E-FAITH weekend,
October 2014*

The campaign for a European industrial and technical heritage year arose from the grassroots and is growing bottom-up, in contrast to most other European campaigns that are initiated top-down. Thus it is an exemplary example of citizens' initiative and the power of associations. It will also be an experiment and a test which will show how public authorities and public institutions do respond to and encourage, how they appreciate and support the devotion and efforts of volunteers and voluntary associations.

Since the interest in the industrial heritage came into being, from the 1960s onwards in the United Kingdom, later in other countries, voluntary associations have always been at the spearhead of initiatives and developments. Without their devotion and efforts a large part of the heritage would have gone, forever. And without this we would even today lose large parts of our industrial and technical heritage.

2015, the European Industrial and Technical Heritage Year therefore will be and should be an homage to the non-paid and unselfish dedication of so many, both as organizations, or as individuals.

In many places, local associations are taking the lead in the campaign, organizing special events, lectures, conferences, guided visits and exhibitions. An example is the touring exhibitions about 40 years of industrial heritage protection in Flanders, produced by the Flemish Association for Industrial Archaeology. It was presented in avant-première during the Flemish Week in Gdansk in one of the buildings of the former Lenin shipyards. It is now touring through Flanders and will travel early next year to Catalonia.

A calendar of local and regional events can be found at
<http://industrialheritage2015.eu/events2015>

But besides all these initiatives the main aim of the 2015 European Industrial and Technical Heritage Year is to promote contacts and co-operation of associations and volunteers across borders - not only this year but also in future years. Indeed, together they reach and realize more, they can support each other's initiatives and activities, they can exchange ideas, experiences and expertise.

2015 should be a first but important step, a start from which to continue and go further in the years to come.

Two priorities are thus set out:

! E-FAITH promotes the twinning between associations that have the same aims and objectives, that are dedicated to the same kind of industrial heritage. Twinning involves two associations from two different countries meeting and learning to know each other and each other's approaches, and that commit themselves to mutual co-operation and support - and whose board members and ordinary members may become real friends.

! E-FAITH promotes the establishment of transnational thematic steering groups - to reach and develop a common approach to common problems or to prepare gazetteers and record specific types of industrial and technical heritage. The initiative for a steering group is taken by a non-profit association or an institution from one country (the leader), which then involves at least two other associations (partners) from two different countries. The intention is that these steering groups will start in 2015 but continue their approach beyond that year, develop a strong project, and – who knows –one day could become eligible for a European grant. A list of the established steering committees can be found at the website www.industrialheritage2015.eu



Interpreting and telling the stories of history and technology in the Parque de las Ciencias, photo taken during the international "2015" workshop 'Public Opinion and industrial and technical heritage' (April 2015)

As for the last point, one can only express the hope that a steering committee on interpretation of industrial and technical heritage can or will be set up, as this topic has some specific interpretation aspects and problems. One needs to think only about health and safety in old industrial buildings and when running historic machinery and tools ("yes, windmills are dangerous and can even kill people."). Or about interpreting sad and bad stories linked with industrialisation and industrial work, the negative effects of products and techniques on people. What museum tells the story of occupational diseases? What museum on brewing or distilling presents alcoholism and the anti-alcoholism movement? What tobacco museums tell about the past and present of anti-tobacco campaigns?

If you think you should start such a group, don't hesitate to contact me: adriaanlinters@historici.net

Or get in touch with:

E-FAITH

European Federation of Associations of Industrial and Technical Heritage

Campaign Secretariat "2015 European Year"

c/o Vredelaan 72, B-8500 Kortrijk (Belgium)

2015@e-faith.org

www.industrialheritage2015.eu

www.e-faith.org/home



Agro-pastoral interpretation

by Rossana Merizalde, France



Agro-pastoral interpretation... commitment and challenge

The Mediterranean agro-pastoral cultural landscape of Causses and Cévennes, was accepted by UNESCO as a World Heritage Site in 2011, meeting the criteria (iii) and (v). This area of land extends to 302,319 ha and is located in the southern part of central France. It is formed by three large landscape entities (the Causses, High Cévennes and Low Cévennes) which themselves are composed of 24 specific landscape entities such as Mont Aigoual, Mont Lozère, various valleys, gorges and causses. All these diverse landscapes are the result of the relationship between agro-pastoral systems and their biophysical environment over three millennia.

This cultural landscape demonstrates almost every type of pastoral organisation to be found around the Mediterranean (agro-pastoralism, silvi-pastoralism, transhumance

and sedentary pastoralism). The area has a remarkable vitality as a result of the active renewal of the agro-pastoral systems that are present in four departments – Aveyron, Lozère, Gard and Hérault. Because it was complicated to have four different managements, a single entity was created on 2011 – the Entente Interdépartementale des Causses et des Cévennes. This ensures that the mission of project implementation and management policies are implemented.



*Cartopartie,
Stéph et Julie*

The area has a management plan supported by the key stakeholders. There is also considerable involvement of, and support from, the local farming communities in sustaining the agro-pastoral landscape. The Management Plan, 2015-2021, includes objectives oriented to the property's interpretation scheme. However, it has been necessary to create a coherence among interpretation plans already in existence.

These are usually plans for different cultural, natural and touristic sites (such as national and regional parks) and partner institutions with the WHS perimeter. Most of them don't include the necessary agro-pastoral themes. By creating a coherent interpretation scheme, the management hopes to develop a project network on which to base the interpretation plan.

Another strategy addresses key themes related to improving and sharing knowledge, promoting understanding of the living landscape and encouraging the participation of all the key players. The Ambassadeurs, an initiative created by the management, following the interpretation objectives, has an interesting framework, to help local actors to take ownership of the issues and background and to address the challenges of this property.



*Intervention
pédagogique,
cap de cote 2014*

Other strategies on which to base the interpretation scheme are the promotion and optimization of strategic locations for agro-pastoral landscape appreciation, transmission of knowledge and diffusion by field trips, teaching meetings and workshops for local people, visitors and key players, as well as using the existing interpretation tools such as trails, panels, ecomuseums, meeting points, etc.

We realize there is hard work left to do, but we are committed to the property as are the partners, local people and all kinds of visitors. We are aware that a key role is to help local people to meet and understand their traditional identity and give it value, after all "We will conserve only what we love. We will love only what we understand. We will understand only what we are taught." (Baba Dioum).



Interpretation on wheels

by Andreas Brunner, Germany

It is just after Christmas when I arrive again in Hannover after eight years.

Despite this cold season, I still have time for a short tour of the city. But this time I have something else in mind. I would like to collect 'her'. I read about 'her' in an advertisement on eBay.

I call the young mother and tell her my intention. She is pleased and relieved that I want 'her' and that I would like to give 'her' a new task and so I will be able to take 'her' away.

'She' is already retired. 'She' has been off the street for years. Instead 'she' has been kept in a courtyard where 'she' has lurked in a corner for a long time, all on 'her' own. 'She' was acquired to take the family out on Sundays but this came to nothing.

"It's hard to get 'her' started and 'she' needs a little stimulus and some convincing," they told me over the telephone. It was as if they didn't want to give 'her' up or to test if I really wanted to take 'her' with me. "Our Rhineland is quite flat so I think we will come to cope with that," I responded.

Everything has a story. Already before I saw 'her', I imagined how 'she' fed her family by helping people every day to travel on the streets of an Indian city. As I get there I ask again about 'her' story but they either cannot or will not tell me anything of it.

I'm working with elder people in a retirement home suffering from dementia and I think that they will welcome 'her'. 'She' will make an impression from 'her' first appearance. Many residents, who would like to take a stroll but are too proud to be pushed in a wheelchair, will be thrilled to accept 'her' invitation.

'She' is a rickshaw – transporting you, a wheelchair user, without a wheelchair; letting you feel the wind in your face at a greater speed.

Because of the seat is higher, people can't look down on you and, in addition, it's easier for you to view the surroundings.

Riding on 'her' makes you feel as if you are being carried in a palanquin, a sedan chair, a litter. 'She' herself is a cultural asset.

'She' is much more than a palanquin on two wheels.

You can find the gateway to the nature on a one-speed bicycle.

You can rediscover the pace of the natural world. This means you can slow down your life.

But in far-away India the street scene is changing. For a long time now, the motorised rickshaws have taken over. Our image of the rickshaw belongs to the past. It is 'heritage'.

In our countryside, we sometimes see tractors and trailers loaded with happy people passing by and waving to us. Unfortunately, they cannot communicate with us and the sounds of nature are blocked out by the noise of the engine.

With a rickshaw, on the other hand, they drive at the right speed or they can just stop at a pleasant spot where we can involve them in an interpretive talk or strike up a conversation with them.

Announcements

Membership



Welcome to our new members:

Marisol Asselta, Puerto Rico
Marie Banks, UK
Asa Ovrelid, Sweden
Eva Sandberg, Sweden
Joanna Torowska, Poland
Athina Tsekoura, Greece
Julia Wimmer, Germany
Sebastian Zoepp, Germany

Conference proceedings



The proceedings of Interpret Europe's conferences in Freiburg, Pisa and Sigtuna have been published on the website already. We are now putting together a new collection of those from Primosten and Kraków.

If you wish to publish the paper of your presentation or workshop please don't miss the deadline:

31 August 2015

We are looking forward to your contribution which can be sent to: mail@lehnes.info

Upcoming events

Welcome to Belgium

*by Kristl Strubbe
and Laila De Bruyne, Belgium*



IE Conference in Mechelen, 21-24 May 2016

Dear members, dear devoted heritage professionals/interpreters,

Are you interested in how Belgian sites, museums and monuments make their audiences more involved? Are you curious to know what stories can be told about the history of this little country in the middle of Europe?

Herita, Flanders Heritage Association, likes to invite you to come and discover this for yourself.

Our motto at Herita is "Open Monuments". We want to convince and inspire people in Flanders to open the doors to their monuments and let people in. Heritage interpretation is key to this!

We believe in the strength of this approach and in the role Interpret Europe can play at different levels to persuade people about the importance of heritage interpretation. We are therefore proud that Herita will be co-organiser of Interpret Europe's next



annual conference which will take place in Mechelen, Belgium, from Saturday 21 May till Tuesday 24 May 2016.

Today, Mechelen might first seem to be a diminutive city on the banks of the river Dijle in northern Belgium (Flanders), but 500 years ago, it was the thriving capital of the Low Countries under Arch-Duchess Margaret of Austria. Together with Antwerp, Bruges, Brussels and Ghent, it is one of Flanders' most prominent cities for historical art.

Mechelen's landmark is the Saint-Rumbold's Cathedral, situated next to the beautiful historical central market square, where you can also find the belfry. Both are UNESCO World Heritage-listed. You might also know that Flanders is world famous for its beers

as well as its chocolates and we guarantee that we will pay due attention to this culinary heritage during the conference. As a matter of fact, the conference venue is the former Lamot brewery, right in the middle of the city. It was restored a few years ago and is now a contemporary conference and heritage centre.



Belgium is a small country and no distance is too far so we can easily organise study visits to Flanders Fields, Waterloo, the cities of Antwerp

and Bruges, the Hoge Kempen National Park with its appealing barefoot trail and, last but not least, Landcommanderij Alden-Biesen, partner in the InHerit project, and co-organizer of this conference.

We are looking forward to welcoming you in Mechelen!



Legendfest by Iva Silla, Croatia

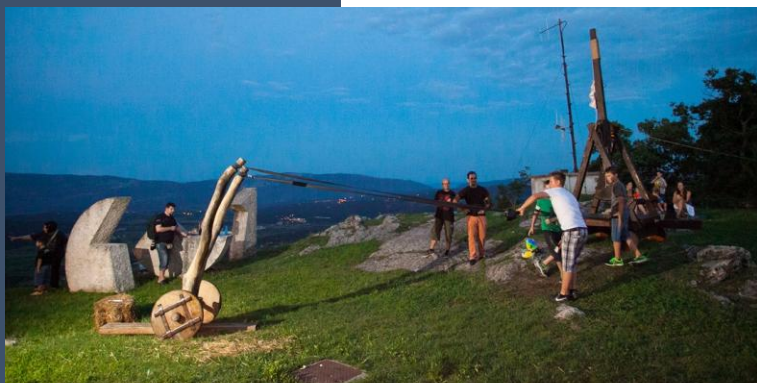


Festival of myths, legends and folktales – Pićan, Croatia

Legendfest, the Croatian festival of myths, legends and folktales, becomes even more magical as it turns ten this summer. The special 10th edition of the festival will take place in an ancient town called Pićan, in the region of Istria. If the road takes you to Pićan during the festival days, from 31 July to 2 August, don't be surprised to witness folk tales coming to life thanks to nearly one hundred artists and other participants in the festival programme.

Istria is the most mystical part of Croatia; it is a land of mythical creatures. Its magical energy brings a visitor closer to the vivid folk imagery. They say the mighty giants once created rivers and cities of Istria and have been hiding somewhere deep in the woods ever since.

Many stories about witches and other creatures of the night should keep you safe inside during the long summer nights. It's the land of the first historical vampire, the 17th century Jure Grando. And it's the land of dragons. There are theories about a special energy flow, the so-called dragon lines or ley lines throughout the Istrian peninsula. The small town of Pićan in the heart of Istria is a perfect setting for all those folk stories to come to life and that's what has been happening for an incredible record of ten years, each summer during Legendfest.



During those ten years, the festival has developed in many ways. It has even got a baby brother – another event under the same name in a different part of Croatia – Zagreb County. The new Legendfest has been organised for two years in late spring. The aim of the festival's team is to continue expanding to other locations in Croatia... and maybe beyond. Legendfest has won several national awards throughout the years and has recently been included to EFFE (Europe for Festivals, Festivals for Europe) network.



Photos by Iva Lulić

Legendfest is organised by a Croatian non-profit cultural organisation called Val kulture (Wave of Culture), and has been supported by local authorities as well as cultural and tourism institutions. It is a wonderful example of a family-friendly festival that offers something for all ages and, under the supervision of experts, revives intangible heritage with special care and creativity.

Legendfest has drawn attention to touristically-underdeveloped places, reminded local communities of the importance of intangible heritage and inspired people to remember it through creative programmes including art exhibitions, storytelling, theatre plays, concerts, workshops, lectures and more. Most importantly, festival organisers collaborate with experts, especially ethnologists and folklorists, in preserving that precious heritage.



Croatia still doesn't fully use the potential of its intangible heritage in tourism. Legendfest is a wonderful example of a sustainable and inspiring product that will not only rescue the vulnerable folk tales from oblivion but will also protect them from unwanted and exaggerated exploitation.

More info: Web: www.legendfest.hr

Facebook: legendfest / Twitter: TheLegendfest



A way with words by Susan Cross

An in-depth training course on writing for interpretation with James Carter and Susan Cross

3-6 November, Plas Tan y Bwlch (Wales)

This course tells you how to make the best use of the written word in interpretation, including for panels, leaflets and mobile interpretation. You will learn why writing for interpretation is different from other writing and how to use key tools, like theming and text hierarchies, make your words easy for people to read. This is a practical course where you will develop your writing skills by working on your own project with individual support from the tutors, who are two of the most experienced interpretive writers in Europe.

The training will be in English, but many of the principles apply to other European languages. It will also be valuable for people who need to write English for international visitors who are not native English speakers.

For more details and booking information Beth.Cluer@eryri-npa.gov.uk or go to www.eryri-npa.gov.uk/study-centre/professional-training/course-details/management-skills/a-way-with-words-writing-about-places,-writing-for-visitors



Urban heritage

Inheriting the City

31 March to 4 April 2016 in Taipei (Taiwan)

The Ironbridge International Institute for Cultural Heritage (University of Birmingham) invites you to an international conference on urban heritage.

This conference seeks to examine the processes of protecting, planning and promoting urban heritage in the face of on-going changes at global and the local levels, taking into account issues of ownership, responsibility, local and national economies and identities.

The call for papers has just been sent out; further information is available at www.inheritingthecity.wordpress.com.



Upcoming events in Europe

17 September 2015: IOEH – Interpreting Our European Heritage, conference in Brussels (Belgium)

29 September 2015: HeriQ – Quality in Heritage Interpretation, conference in Sofia (Bulgaria)

21 to 23 October 2015: AHI annual conference in Berkshire / Wiltshire (UK)

3 to 6 November 2015: A way with words, training course on interpretive writing in Plas Tan y Bwlch (UK)

19 November 2015: Herita open monuments conference in Gent (Belgium)

21 to 24 May 2016: IE annual conference in Mechelen (Belgium)

Upcoming events outside Europe

10 to 14 November 2015: NAI annual conference in Virginia Beach (USA)

31 March to 4 April 2016: Inheriting the city, conference of the University of Birmingham and the National Taiwan University in Taipei (Taiwan)

3 to 7 May 2016: NAI and INNZ international conference in Wellington (New Zealand)

This sounds
interesting!

Help needed



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Heritage Interpretation e.V.

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Who likes to join?

Eva Sandberg and Elvira Caselunghe from the Swedish Centre for Nature Interpretation and the Swedish University of Agricultural Sciences are planning to attend the NAI conference in Virginia in November. They would like to get in contact with other participants from Europe before the conference. Are you going there? Drop a note to eva.k.sandberg@slu.se.



Is there an interpretation or heritage-related event happening in your country in the next few months? Would you like to advertise it all over Europe? You can send details (what? when? where?) in few words to newsletter@interpret-europe.net and we will include it in our Calendar of Events in IE's next newsletter.

Don't forget, other IE members may look at it and think: "This sounds interesting!"



Who will do our next newsletter?

We are very grateful to Bettina Lehnies who created Interpret Europe's newsletter five years ago and who has managed it since then with great dedication. This role is now vacant and so we are looking for someone who enjoys being in touch with our members, who likes to scan the field of European heritage interpretation for breaking news and who has some experience and fresh ideas for compiling such a newsletter like ours.

If you feel that you like to contribute to Interpret Europe's further development by taking this interesting task, or if you could help someone else doing so, please get in touch with Thorsten Ludwig (tludwig@interpret-europe.net).

We would appreciate your help.

Do you want to share your projects, experiences, thoughts or adventures with other interpreters?

Send us a short report and two to three photos (high resolution) to newsletter@interpret-europe.net and we'll put it in the next newsletter.

**Deadline for contributions for our next newsletter:
Tuesday 15 September 2015**