



Newsletter

Spring 2013



International Conference
on Heritage Interpretation
Sigtuna, Sweden 2013

There is still a chance for last-minute registrations

We are very much looking forward to this year's international conference in Sigtuna in June. It has attracted nearly 160 delegates from all over the world. By March the event was fully booked and we had to start a waiting list but, since then, several people have cancelled because they could not secure financial support.

The waiting list is now very short and we expect a few more cancellations during the next weeks. If that happens, there may be a small number of places for late-bookers. We will allocate places on the waiting list on a first come, first served basis and so we urge you to add your name to the waiting list as soon as possible – and hope you are lucky enough to get a place.



General Assembly

Formal notice of the IE General Assembly annual meeting

Interpret Europe's General Assembly 2013 will be held, in conjunction with our annual conference, in Sigtuna Folkhögskola, in Sigtuna, Sweden. It will take place on Saturday, 15 June, from 17:00 to 18:30.

Several Supervisory Committee members will finish their three-year term of office. Maurilio Cipparone and Lili Mahne will not stand again for election. Steven Richards-Price remains in office for a further year.

The following members of the Supervisory Committee will stand for re-election:

Darko Babic, Croatia
Michael H. Glen, Scotland
José-María de Juan Alonso, Spain
Marjeta Keršič Svetel, Slovenia
Peter Seccombe, England
Iryna Shalaginova, Germany / Ukraine

The General Assembly can elect up to eight members for the Supervisory Committee.

Nominations for further candidates, who must be members of Interpret Europe in good standing, to stand for election are now invited. In each case, acceptance of nomination by the member must be confirmed by his or her signature and the nomination must be confirmed by the signature of the proposer and the seconder. Nominations and signatures are acceptable by email or by post and must arrive by 21 May, at one of the following addresses:

mail@interpret-europe.net

Interpret Europe e.V.
In der Auwiese 1
79183 Waldkirch
Germany

Similarly, any motion to change the constitution of Interpret Europe must be proposed and seconded by signature and sent to the one of the above addresses by the same date.

To propose an item for addition to the agenda for the General Assembly meeting, please send an email to mail@interpret-europe.net by 21 May.

Michael H. Glen and Patrick Lehnés

Interpret Europe is moving...

...house!

From the beginning of May, all your e-mails and phone calls will be answered from the pretty little town of Waldkirch in the Black Forest.



Our new address is:

Interpret Europe - European Association for Heritage Interpretation e.V.
In der Auwiese 1
D-79183 Waldkirch
Germany

+49-7681-4979 003

A small amount for the EU –
a big step for us

Interpret Europe is supported by the Culture Programme
as Advocacy Network

We were overjoyed when the message from the EU arrived at Interpret Europe: we have been selected for an annual operating grant by the EU's Culture Programme. The grant, up to 27,000 €, will be of a great help in developing our work this year. But even more importantly, it means official recognition for Interpret Europe and the cause of heritage interpretation by the EU. And after less than three years since our foundation assembly in Slovenia.



Our application has been selected together with 16 other European organisations out of 88 proposals.

This support will provide us with an opportunity to advocate heritage interpretation beyond those who are already familiar with its concept and principles.

It also means that, besides our ongoing administration, preparation of the 2014 conference and newsletter work, we can:

1. Collect best practice examples from our member countries to illustrate our webpages with success stories and good photographs from all over Europe.
2. Create new entry web-pages for those who are not yet familiar with interpretation
3. Draw up and decide on principles and quality criteria for the preparation and implementation of on-site heritage interpretation.
4. Start a promotion and advocacy campaign, together with our members, in order to reach out beyond those who are already familiar with heritage interpretation.

We will need your active contributions for this rather ambitious work programme! Please watch the newsletter for invitations to help.

Patrick Lehnés

Networking through projects

Interpret Europe considers projects a key to give heritage interpretation a voice in Europe and to further develop theory and practice of the discipline. For this sake we prepare to work on two different types of projects: international co-operation projects within the framework of EU programmes, Smaller scale pilot projects or research and development projects of strategic relevance at a national or European level.

Especially international co-operation projects aim to strengthen relations with other organisations and with European or national agencies involved in interpretation. All current initiatives with Interpret Europe involvement stem from ideas and networking that occurred during our international conferences.

Inherit – proposal re-submitted

Immediately after the Freiburg conference in 2011 an initiative for a Grundtvig multilateral project began. It aimed to develop a strategy for a series of European-level Grundtvig in-service training activities. This project proposal included the development and testing of a basic course in heritage interpretation and the outline of advanced courses. It also included an approach to validating and certifying learning outcomes, in line with European lifelong-learning policies, that aims to foster professional recognition of heritage interpreters.

The proposal was submitted in February 2012, but it was not selected – by a very small margin of points. The feedback from evaluators was so good, however, that it made sense to try again in 2013. With Alden Biesen in Belgium as the project leader, the other organisations involved are: Association for Heritage Interpretation and English Heritage (both UK), University of Malta, University of Zagreb (Croatia), PLATO (Netherlands), Pangea Institute (Italy) and the Swedish Centre for Nature Interpretation. We expect to hear in July if we have been successful this time.

Our group visited the museum building, which presents life during the period from 1800 to 1825 and to achievements of Robert Owen, who introduced 'hope' into the lives of his workers. His 'social experiment' included basic rules of hygiene, education for all children, a minimum age for children working in factories and many other innovations. They were all part of Owen's vision of a better and a fairer society. We visited the 'Annie Macleod Experience', an provocative way of showing a little girl's life from her humble childhood to her hard labour in the mill. New Lanark is a World Heritage Site and operates as a non-profit organisation.

Proposals for Grundtvig and Leonardo Partnerships

Resulting from discussions among delegates during the Pisa conference two project ideas evolved.

One of them is a Grundtvig Learning Partnership 'HISA, Heritage Interpretation for Senior Audiences'. It was initiated by the Society of Friends of the Polish National Museum, Krakow, in collaboration with the University of Malta, Center for Heritage Interpretation (Bulgaria), Ce.S.F.Or – Centro Studi Formazione Orientamento (Italy), NEC Notranjski ekološki center (Slovenia), Red Kite Environment Ltd (UK) and the University of Malta's Institute for Tourism Travel and Culture. Interpret Europe was invited by the initiators to participate and to act as lead applicant.

A Leonardo Partnership 'European Museums Hidden Treasures' has been prepared by Pro Art & Co together with the Science Museum London (both UK) and the Polish National Museum. Other partners are the National Museum of Hungary, Ringve Museum Norway, Municipal Art Gallery of Mytilini (Greece), the Istanbul provincial directorate of national education, Turkey, and the Ename Center for Public Archaeology and Heritage Presentation (Belgium). Interpret Europe was invited to become a partner in this interesting consortium in order to contribute in the field of heritage interpretation and European-scale networking and dissemination. At the same time, we will learn from experience in VET (Vocational educational training) in the museum sector.

Writing proposals for EU projects involves a lot of effort, and competition is very high, and usually very strong. But even if a proposal is not successful, the discussions during the project preparation are very valuable as a part of PR for IE and our advocacy work for increasing professionalism in European heritage interpretation. Of course we and the numerous partners in these applications hope very much that at least one project will be funded and produce good results that will make an impact.

Other projects with Interpret Europe involvement

We updated the projects' pages on our website. There you can find out more about an evaluation project regarding interpretation as part of [LEADER Projects in the Black Forest](#), a [pilot project in Poland](#), and the project on Quality assurance for [Virtual Themed Trails Nordschwarzwald](#).

A strategy on Regional Interpretive Planning in Slovenia is finished and can be downloaded. It might contain some generic ideas that can be of value in other countries, too.

Patrick Lehnes

Interpreters at work

Interpret-Europe
promotes volunteering!

It was late in November 2012, a busy office day when an email from Hungary came in. It was from Arpad, a Hungarian architect whom I had never met or heard of before. Now, there he was, at least electronically, asking for a three-month volunteer position, starting in approximately two weeks. He had found us via the Interpret Europe website.

If you happen to employ volunteers in your business, you know how it works. A lot of entrepreneurs I know are willing to give those interested in interpretation a chance for a first hand contact with our work, including:

- a fully equipped workplace
- help to look for a flat-sharing community
- some financial support
- and time to share experiences, talk about on-going projects and more.

In other words it takes some effort to support an internship.

For this commitment, you usually try to get to know the potential volunteer before you offer him or her an internship. But Arpad had already organised some European help through Leonardo, he spoke some German and, due to the time constraints of his European support, he had to come a few days after his first contact.

To put it in a nutshell, it ended up to be a real win-win-situation. Arpad got a good insight into interpretation projects and we had a great help for three months, especially because Arpad had studied architecture and is keen to work in the interpretation business.

We were able to put him to work with several volunteer tasks and he was especially helpful when he did architectural drawings for a project in a biosphere reserve for which we were in the process of developing an exhibition. We also worked (and continue to do so) on a common German-Hungarian project. If this is going to take off it will be last but not least due to Interpret Europe with Patrick and Bettina who worked hard to get the European idea going. Thanks to the two of you!

Lars Wohlers

<http://www.kon-tiki.eu>



How Interpret Europe helped me in gaining work experience

I first got in touch with interpretation as a profession in 2010. I have visited several workshops lead by Marjeta Keršič–Svetel and attended the founding conference of Interpret Europe in Spodnji Brnik, Slovenia. Interpretation and I clicked.

But there was/is a problem, you can not study it in Slovenia and there are not many professionals that work in the field in our country. With some research, I found that the EU is in favour of gaining work experience abroad and that they have programs that finance life long learning. So with European funding and contacts I made at Interpret Europe conferences I am currently on my second overseas work experience. The first was a job shadowing a program via Grundtvig in Scotland and the second one is via the Leonardo da Vinci program in England.

I met my host Susan Cross and Peter Phillipson from TellTale (www.telltale.co.uk) at conferences in Freiburg, Germany and in Pisa, Italy. I knew that their work, especially with smaller heritage businesses, would be relevant for my line of work. Even if you have the contacts and know their work, it is not easy to start an e-mail saying “I have found an EU program ... would you host me for 12 weeks as your intern?” A response came the same day, saying we would love to! So it started with all the boring bureaucracy bits and more importantly questions on what would I like to gain from this experience. We spent a great deal on this subject and discussed it thoroughly. Personally I am interested in everything regarding interpretation, but still I sat down for a couple of hours to think what I would like to learn from them. The other important thing in planning this work experience was open and honest communication. About what can we expect from each other. They prepared me that TellTale is a consultancy business that is very flexible with their work, that there will be days when they will not have time to deal with me and so on. I expressed my worries about my professional contribution and my knowledge of English.



Packed with good feelings and well prepared for this adventure, I boarded the plane and landed in work experience that is meeting all my professional and personal expectations. I am observing their work in the field, discussing different aspects of heritage interpretation, discovering new things about the profession and working on my English. We have found my professional contribution valuable as I look on things from a foreign visitor’s point of view. A lot of time is also spent on reflection and evaluation. Discussing things, writing blogs in Slovenian and English and taking pictures, helps me to evaluate what I have seen and learnt.



So far this work experience is all I hoped it would be. I am learning the business aspect, about interpretation and how to work with people.

I think that good preparation from both sides was the key to such a successful experience and hopefully this can become regular practice for Interpret Europe members.

Janja Sivec

www.asmokajetno.com

NEWS from E-FAITH

In a resolution adopted on 8th of March, by the Standing Committee meeting in Paris, the Assembly of the Council of Europe has made a series of practical recommendations to member States with a view to preserving Europe's industrial heritage.

To ensure that such protection is effective, the PACE has proposed that a European label for industrial heritage be developed. According to the conclusions of the rapporteur on this issue, Ismeta Dervoz (Bosnia and Herzegovina, EPP/CD), the Assembly has also invited the EU and UNESCO to consider the possibility of launching, together with the Council of Europe, a European Industrial Heritage Year in 2015, as proposed by E-FAITH.

The information on the E-FAITH campaign is on:

<http://www.e-faith.org/home/?q=content/european-industrial-and-technical-heritage-year-2015>

If your association hasn't yet endorsed the memorandum, please do it now as soon as possible and send it back to our secretariat. Please ask other associations to endorse the memorandum too.

Adriaan Linters

Companies reporting on their work

Dear Interpret Europe friends,

From the beginning of 2012 till now, KOAN Consulting SL and the Spanish Center for Responsible Tourism have been enlarging our activity on heritage interpretation applied to tourism. We can cite our participation as core partners in the ENS-European Nature System. This is a Leonardo TOI project financed by the EU and oriented to strengthen the definition and competences of the professional jobs of nature guide, rural accommodation manager and environmental educator in rural and natural areas all over Europe. The countries involved in this project are Italy, Spain, Belgium, Austria, Germany and Letonia.

Heritage interpretation is a core element and a tool that contributes to many aspects of the project. It is also leading us to new transnational projects where heritage interpretation as a tool to raise the standard of European tourism products will be the star.

As far as our activity in Spain is concerned, we participated in June 2012 by making a conference presentation to young entrepreneurs on “Heritage interpretation applied to nature and rural tourism” in La Puebla de la Sierra (Madrid), as part of the ensemble of dynamization activities in the local development program.

In the South of Spain, the Andalusian cities of Ronda (Málaga) and Montilla (Córdoba) were in November 2013 the setting for a training module on tourism-product development, using, among other things, the techniques of heritage interpretation applied to wine tourism and rural tourism. These are within an ensemble of training courses we are providing to enhance and orient local entrepreneurs in the rural areas across Spain. This training activity is supported by INCYDE, the institution for entrepreneurial development sponsored by the Spanish High Council of Commerce and Industry Chambers.



In the international tourism trade fair FITUR 2013 (Madrid), we celebrated the seminar “Heritage Interpretation as an axis for Responsible Tourism”, relying on the collaboration of Interpret Europe among other partners; where we gathered professionals from the worlds of nature and culture tourism and heritage interpretation, looking for more ways to work together; there was participation by more than one hundred attendants. The presentations of the speakers were followed by a networking session that is already a consolidated tradition in our FITUR seminar on responsible tourism, which this year celebrated its 5th anniversary.

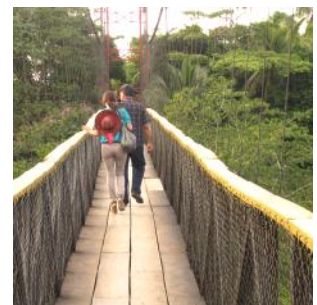


In America, the year 2012 has been very active for our work on heritage interpretation. We gave a seminar in PUNO (Perú) in June, oriented to product development using the tools of heritage interpretation and addressed to local tour operators, tourist guides and public officers involved in the development of the tourism around Lake Titicaca.

This style of training course proved to be successful and was given again in Managua (Nicaragua) last September, creating awareness on the role of heritage interpretation in the immediate development of tourism in Nicaragua. It is a destination engaged in a scheme of specialization, diversification and qualification of its tourism products.



Peru



Nicaragua

José María de Juan, KOAN Consulting Spain

Events by Interpret Europe members

Interpretation now
Tuesday 28 – Friday 31 May 2013

Planning for heritage site visitors in the 21st century Plas Tan y Bwlch, Snowdonia, Wales

This new course is a thought-provoking and enjoyable introduction to contemporary interpretation planning. It will look at how interpretation can respond to 21st century patterns of visitor demand, work with the potential of new media and integrate learning with experience.

The course has been developed by James Carter and Susan Cross, Fellows of the Association for Heritage Interpretation, who have over 50 years' experience of working in Europe with National Parks, museums, tourism attractions and countryside sites. Susan and James run training events that send their participants away informed, confident and inspired.

The course will be a thorough, practical foundation for anyone who needs to develop effective interpretation plans to guide the work of their organisation, other staff or contractors.

For more details, contact Plas Tan y Bwlch by email plas@snowdonia-npa.gov.uk, telephone +44-1766 772600 or visit www.eryri-npa.gov.uk/ptyb

Do you want to share your projects, experiences, thoughts or adventures with other interpreters? Send us a short report and some photos to newsletter@interpret-europe.net and we'll put it in the next newsletter.

**Deadline for contributions for our next newsletter:
31 June 2013**



Culture

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