



Newsletter

Autumn 2015

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Editorial

Dear members,

Autumn is here and while Southern Europe misses out on the amazing play of colours flooding the nature parks in the North right now, Northern Europe may be looking a little enviously at the South where the sun is still warm enough to sit outside in old market squares. We really enjoyed summertime at IE, especially because so many activities have been started by our members.

You might remember our call for support regarding the research for our new strategy. The response was overwhelming. 25 members worked in three teams to identify some 90 European stakeholder organisations and political, economic, socio-cultural and technological trends that influence the development of heritage interpretation in Europe. Special thanks go to Valya Stergioti (Greece), Elisabeth Sandfort (Austria) and Elena Kragulj (Bahrain) who coordinated the work which we will soon share and which is already forming the basis of our strategic considerations.

You also received the Call for Papers for our next conference and www.interpreteuropeconference.net, our dedicated conference website, is now online. Many thanks to Kaja Antlej (Slovenia) who did the lion's share of the work, Markus Blank (Austria) for the contextual technical arrangements and to our conference manager Laila De Bruyne (Belgium) who added all the preparation at the sites in Flanders. This conference will be quite challenging. It is close to Brussels and we want to show that heritage interpretation is an excellent approach to address some of the most critical subjects surrounding Europe's future. Please give it some thought and submit your abstract before the end of November.

As a platform for advocating heritage interpretation, IE recently took the first step in starting an own training programme. Many of you are involved in European projects that often produce valuable outcomes for the interpretive community. However, dissemination of the results often stops when funding runs out. IE will now begin making agreements with European project consortia that have developed material in several languages and want to implement it. HeriQ is the first consortium that has joined forces with IE. As such, guides and trainers who want to be certified as interpretive guides and guide trainers will be able to join IE training courses if they become a member of IE.

You can find more details about these activities in this newsletter which is now run by a new team consisting of Kaja Antlej (Slovenia), Abby McSherry (Ireland), Verena Perko (Slovenia) and Kev Theaker (UK). We hope that you are as delighted as we are in reading the articles they collected.

In the months and years to come, we want to place the emphasis on more members taking ownership of IE and your enthusiasm has strongly encouraged us to take this course. It feels good to represent such a strong community of dedicated members.

Thorsten Ludwig and Willem Derde
Managing Directors

European Projects



Susan Cross (UK)
TellTale, UK – InHerit
workshop facilitator

An experiment in European heritage interpretation training

InHerit pilot course, Eltham Palace, UK, 9-11th September 2015

A gathering of heritage interpreters from across Europe is always good. It is particularly exciting when those interpreters have come together to experiment with a new training course. If you add enthusiastic learners from nine countries, a beautiful heritage setting and sunny autumn weather it is clearly going to be an enjoyable event.

The InHerit pilot course at Eltham Palace (English Heritage) had all those ingredients and was not only enjoyable but also valuable. This was a rare chance for trainers from Sweden, Poland, Italy, Croatia, Germany and the UK to work together in an international setting. It was an exercise in collaborative working, innovation and learning from one another.

The InHerit project is exploring how a competence based approach to training could apply to heritage interpretation and whether this could create training that could be applied across Europe. The workshop at Eltham was the first pilot of this approach, designed to give people who did not know about interpretation a broad introduction to the subject.

The training was participative and included an introduction to interpretation planning, exercises in recognising visitor needs, leading interpretive talks and writing for interpretation.

Often the best way to learn is by doing, then thinking about what you've done and how you could improve it before doing it again but better. This approach is the heart of competence based learning. It is also the approach of the pilot workshop; this was learning by doing.



Susan Cross leading a workshop at Eltham Palace

The learning was rich. The trainers gained a huge amount from planning and delivering the workshop, in review sessions and from the final evaluation. The participants of course learned from the training, from each other and from the examples of interpretation at the lovely Eltham Palace. Most important the project partners learned about what the InHerit project can achieve and what it needs to do next.

A second pilot workshop in Italy in November will build on what we learned together at Eltham Palace. It will focus more tightly on fewer competencies and aim to extend competence development during the workshop. In 2016 the InHerit project will produce a manual for trainers based on the two pilot courses.

James Carter showing panel designs (left) and a guided walk (right)





Heritage Interpretation
for Senior Audiences

Patrick Lehnés (Germany)
Peter Seccombe (UK)
HISA Project Team

Enriching heritage experiences for senior visitors

Many seniors are not fond of being addressed as 'seniors'

One of the first findings of the HISA project about 'Heritage Interpretation for Senior Audiences' was that many seniors are not at all keen to be treated as a special target audience.

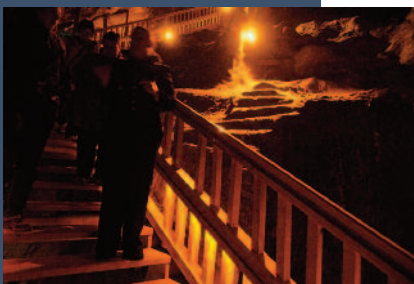
This insight was the result of the unique composition of our project team. Many participants in EU projects are organisations with international experts, in our case Interpret Europe, Red Kite Environment, UK, Institute for Travel, Tourism and Culture at University of Malta, Ce.S.F.Or – Centro Studi Formazione Orientamento, an adult education provider from Rome. But another HISA partner represented the seniors' perspective. The vast majority of the membership as well as the board of the Polish partner, the Society of Friends of the National Museum Kraków, are seniors over the age of 55. Many seniors from heritage sites in Bristol also took an active part in the cooperation.



Eltzalmuseum
Waldkirch, Germany

Debates within the project team were therefore not only about seniors but also with seniors. In early discussions when we tried to find out what the special features of this target group are, we ran into difficulties. The experts had to learn that, apart from age, there was no criterion which all of 'our' seniors would have accepted for themselves. Seniors form a very heterogeneous group: some have difficulties walking, while others are fitter than many younger people; some suffer from visual impairments, while others don't; and some do not use any new media such as smart phones, while others run their blogs or even build apps.

When one expert started to talk about interpretive programmes for people suffering from dementia, some seniors were offended. This first impression was substantiated by our surveys. Seniors do not want to be patronised and many do not even want special senior programmes. They just want to be treated as any other adult.



Wieliczka Salt Mine
Poland

It is increasingly important to address seniors' needs at heritage sites

While there is no set of criteria that would generally describe the typical 'senior', it is also true that a number of features become more frequent in a society the older it becomes. This is evident for various health and mobility issues that are not unique to seniors but become more widespread in older age groups. It is no surprise, therefore, that all kinds of measures that improve physical accessibility, or provide for rest and enjoyment of a museum or site at a slower pace, were appreciated by the majority of seniors who took part in the surveys. It seems that even special programmes would be appreciated by many – as long as they are not labelled as 'senior programmes'.

However, depending on the nature of a heritage site, it is not always possible to ensure easy accessibility for all. This became clear during several of our study visits. For instance, Wieliczka Salt Mine, a UNESCO Heritage site, has many stairs and it has such high visitor numbers that the guides need to lead their groups at a pace which is not suitable for all. As a result, a special tour has been established that is restricted to only a part of the mine, which is suitable even for wheel-chairs.

SS Great Britain



Another example was our intended study visit to the Kandel mountain interpretive trail. The narrow mountain trail offers a great nature experience, but it was too difficult for some of the elderly members of the HISA project team. In order not to exclude a part of the group an alternative heritage site had to be chosen for the study visit.

Opportunities to relate heritage to life experience

One positive benefit for seniors is that they can draw upon a rich life experience. This is an asset which should actively be used for heritage interpretation, as including life experiences of visitors into the interpretation is a powerful means to connect people with place, and also to connect with other visitors. Again, this was experienced during several of the study visits undertaken by the project team.

At the SS Great Britain, a 19th century museum steam ship in Bristol, there were senior visitors who still remembered the moment when the famous ship returned to the docks of Bristol. Another senior stimulated interesting discussions when he shared his experiences of the even narrower and harder life under deck in a Second World War Royal Navy warship.



Nowa Huta, Krakow

During the study visit to Nowa Huta, a new socialist city that was built in the 1950s on the outskirts of Kraków, the discussion became most interesting when seniors challenged the official historian's narrative with their first-hand experience from that time.

HISA results for download

The main outputs of the HISA project were a series of documents for heritage interpreters and site or museum managers that are available at www.interpret-europe.net/hisa.html. These include a handbook with guidelines, an assessment form to gain feedback from visitors and a concise checklist for site managers that can also be used as a quick assessment by colleagues from other sites.

Support from the EU's Grundtvig Programme

The HISA project was a Grundtvig Learning Partnership, which was a strand in the previous Grundtvig Programme. This strand was intended for smaller projects and provided low-threshold access to EU funding for organisations that are not yet experienced in international projects.

While Grundtvig Learning Partnerships provide only limited budgets they were relatively easy to manage in terms of finance and reporting.

The Grundtvig Programme's 'Learning Partnership' has now been replaced by the new Erasmus+ for adult education 'Small Strategic Partnership'.



Lili Mahne and Polona Zevnik (Slovenia),
José María de Juan Alonso (Spain)

Stories of hands and places in Slovenia: an opportunity for the heritage interpretation in the track of the project 'Interpreting our European Heritage'

Heritage interpretation is an important issue. In the European Union 2020 Agenda, local identity has been considered as a strategic asset. The European tourism sector looks for creative local experiences based on tradition and identity.

It is increasingly recognized by the society that by presenting and interpreting natural and cultural heritage, we are also contributing to its preservation. To 'experience and live the heritage' is a concept, increasingly becoming a proposal of value that stimulates tourism, cultural and creative industries. At the same time, the academic and knowledge institutions trend more and more to recognize heritage as a potential development resource. Heritage interpretation could be involved in the creation of numerous new jobs and small businesses with high added value. The good practice in tourism is to interconnect and to develop joint programmes for an active experience, not only related to the tangible but more and more also to the intangible heritage.

As an example, nine handcraft centres in Slovenia organized themselves into a strategic consortium. They want to contribute to the rural development and tourism in Slovenia in a more productive way in the future. In their project there are many actions connected with the improvement of production competences, marketing and integrating of modern design. They recognize heritage interpretation as an important competence for all of them. So they decided to integrate it to the training programme planned for all of their members in the future. They have joined the Slovenian partnership for the EU project "Interpreting Our European Heritage".

The project "Interpreting our European Heritage", has analyzed different professional parameters linked to heritage interpretation, like the interpretive guide and the interpretive host. In our previous EU Leonardo project "European Nature System", we defined, among others, the profession of the nature guide, from the point of view of the set of its general and specific competencies. These can be applied for this profession in any context and in any European country. The experience of this project led us to research further into the role of heritage interpretation within this profession, so as to get deeper into the profession of the heritage interpreter in general.

There are professional profiles that we can easily identify in the everyday life when we visit any cultural or natural destination. Within the cultural and natural tourism, the use

of heritage interpretation can be found everywhere. The results and benefits of heritage interpretation can be found also in museums, theme parks, ecomuseums, open air exhibitions etc. Behind the scenes, there is always the work and the professional profile of the heritage interpreter, specialized in one or in several areas of activity, as shown in the profiles we defined within the previously mentioned project “Interpreting our European Heritage”.

In the end, many different European projects have run in the last few years related to heritage interpretation, and are linked to the qualification of the different professions that can be considered under the broad umbrella of the heritage interpreter; or we can say, the heritage interpreter is a single profession with many different applications.

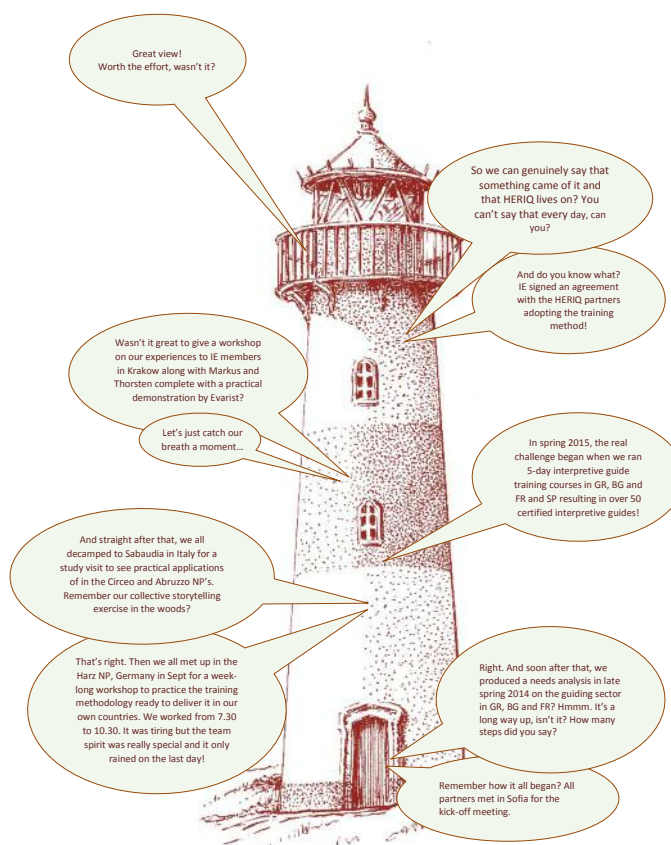
Within this context, what is very important at the moment, from our point of view, is the vindication of the many roles of heritage interpretation in general and particularly within the tourism industry. The most specialized products like ecotourism, wilderness observation, geo-tourism, wine and gastro tourism, archaeological tourism, cultural tourism in any of its versions... can all strongly benefit from the maximization of the use of heritage interpretation techniques.

This contribution to the specialization of the products and the qualification of the guides, hosts, local producers and tour operators leads to a more competitive kind of business, more respected professions and better salaries. In addition to this, heritage interpretation is strongly linked to the concept and application of sustainability, as per its role in heritage conservation. The combination of sustainability and heritage interpretation is clearly a winning combination for any destination, route or tourism product. A European leader in heritage interpretation is needed in every European country, as there are nowadays big difficulties and strong differences in the possibilities of getting trained or recognized as a heritage interpreter in most European countries.



Shining a light on quality standards in heritage interpretation

After two years of intense activity, our HeriQ Project has just come to an end at a closing meeting in Sofia, Bulgaria. Like a lighthouse that guides a ship's course, its beam of light helped us not to forget our end goals of (i) inspiring interpreters to act as interpretive agents and (ii) training and certifying interpretive guides to share their heritage with people. Here is a look back at the key stages of a successful and enjoyable collaborative European project between Bulgaria, Greece, Italy, Germany and France. HeriQ : Heritage Storytelling - Quality Interpretation



HeriQ
Quality in Heritage Interpretation

News from HeriQ

Sandy Colvine
(France) and Valya
Stergioti (Greece),
Drawing: Philip Rutt
(UK)

This November, the School of Tourism and Hotel Management (EUTDH), which is part of the Autonomous University of Barcelona (UAB), starts the third edition of its Eco-tourism Specialisation Course. The course offers two specialist options:

- Creation and management of ecotourism products
- Enterprise and the profession of nature guiding.

There are two interesting new developments to note in the new edition of this course. The first one is that it is now officially accredited as a post-graduate course. The second one is the possibility to specialise in nature guiding. Students have the option of receiving all course materials in Catalan or in Spanish.

The course includes all basic skills in interpretive guiding and the UAB has authorised the contents of the LLP HeriQ Project to guarantee this – including additional interpretive guide certification recently adopted by Interpret Europe.



The UAB course will be taught by Evarist March (Naturalwalks) who took part in the HeriQ training for interpretive agents in Germany in 2014 and has since run two HeriQ guide courses in Catalonia of his own. Those who attended the 2015 IE Conference in Kraków might remember his practical presentations on the subject during the HeriQ workshop.

You can find further information on the 'Postgraduate course in Ecotourism and the Nature Guide Profession' based on the HeriQ criteria at <http://bit.ly/1LV95yN>

News and Activities

Research for our Strategic Management Plan

In September, we contacted all IE members to start something similar to a crowd researching process. With no financial means and limited time, we needed to find out about the position of European stakeholders in terms of heritage interpretation as well as current trends and developments that influence our organisation. The range of tasks was broad and we needed support from simple internet-based information searches to more demanding research tasks.

Within a few days, 25 members stepped up, including supporters from Canada and Australia. They split in three groups facilitated by Elena Kragulj (Bahrain), Elisabeth Sandfort (Austria) and Valya Stergioti (Greece). The first group analysed European stakeholder organisations for heritage interpretation and came up with almost 90 addresses. The second group developed research tables to look for the needs of different stakeholder groups such as parks, museums, zoos or botanical gardens. The third group prepared a comprehensive STEP analysis in order to identify sociocultural, technological, economic and political trends and developments influencing heritage interpretation in Europe. The work that has been delivered was of high quality. In fact, 20% of our researchers hold PhDs and dedicated their time and expertise to IE while several members shared research work they carried out in other contexts. We are now preparing the results highlighting the heritage interpretation environment, to share them with our members and inform our strategy.

Achieving this significant outcome in such a short time reflects the high potential and dedication of our members. It has encouraged us to explore more ways of membership



Urban cultural heritage and interpretive planning: A summer school in Vienna. looking back on the first edition

From 10 to 21 August 2015 about 20 students from around the world gathered in Vienna, Austria, to participate at the first edition of the summer school on “Urban Cultural Heritage and Interpretive Planning”. The summer school is a joint initiative of Claudiu Silvestru and Willem Derde but we hope to develop it into a regular course where also other members of Interpret Europe could contribute.



Why “interpretive planning”?

One of the biggest challenges that Europe is facing today is that it needs to come to terms with its heritage of the past in the light of modern city development. The United Nations estimates that by 2050 ca. 67% of the world population will be living in cities. The metropolitan regions of the world will increasingly develop into centres of economic development and innovation and will have to accommodate for the well-being of an increasingly demanding population. Europe which is already one of the most densely urbanised regions in the world will not be an exception. Therefore, the task that cities in Europe and throughout the world are facing, is how to deal with heritage in an urban context that will have to be sustainable, innovative, economically viable, and culturally, socially and psychologically supportive.

One of the tools to live up to this challenge is “interpretive planning”. Fostering informal learning based on first-hand experience, interpretation is the key to make a meaningful connection to cultural heritage artefacts and places. When heritage interpretation is directed towards a holistic approach to an urban environment it can also become the driving force determining key factors in urban planning and development. When it does, interpretive planning is at force. Issues such as mobility, local economic development, social integration, tourism and general well-being are no longer dealt with in isolation but are nurtured by the common background of a region’s or a city’s history made accessible by means of interpretation.

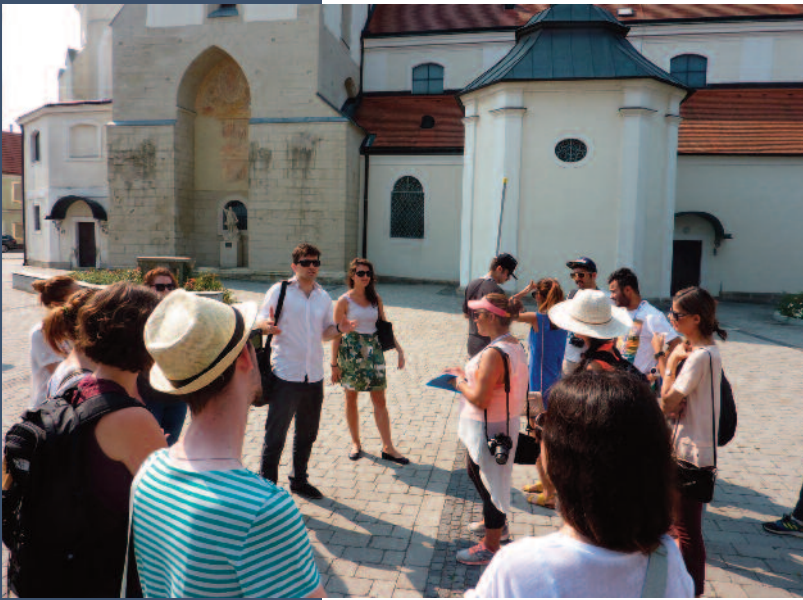
The structure of the summer school

The Summer School on “Urban Cultural Heritage and Interpretive Planning” edition 2015 was facilitated by INNES: International Network for Educational Support in Higher Education which is located in Vienna. It addressed students and professionals from the fields of architecture, urban planning, cultural heritage studies, urban sociology, tourism etc. Around 20 people participated coming from different parts of the world, including Belgium, Bulgaria, Czech Republic, Egypt, Iran, Italy, Turkey and Switzerland.

The first week of the course consisted of theoretical input. Lectures were provided on the issues of the Historic Urban Landscape, today a hot topic in the international heritage community including UNESCO; the history of heritage conservation in Europe; the relationship between heritage and social issues; heritage and tourism; the role of heritage interpretation in the development of European and international charters and conventions, etc. Field visits to heritage places in Vienna and to some of its museums such as the Vienna City Museum and the Vienna Roman Museum introduced the participants to the more practical aspects of heritage interpretation and presentation in the context of Vienna’s rich and complex historical development. Finally the students were provided with information about the case study that would be the focus of the second week of the summer school: making an assessment of the potentials for urban development from the perspective of interpretive planning. That case study was the small city of Groß-Enzersdorf in the vicinity of Vienna.

The case of Groß-Enzersdorf

Groß-Enzersdorf has a history that reaches back to the 9th century. However, most of what is visible today has its roots in the 14th century when the city wall was built and Groß-Enzersdorf became a significant administrative centre in the local bishopric. From the bishops’ castle in the middle of the city only some ruins are left but the city wall has



been preserved extensively. The church dates from the 13th century and was altered significantly through time, but its outdoor frescoes are quite unique. Most of the buildings date from the 18th century or later, due to the many calamities and fires that consumed older structures in former ages.

Because of Groß-Enzersdorf's location at the outskirts of Vienna, it suffered heavily from the sieges that the Austrian capital had to endure. One of the most famous is the last siege by the Turks which happened in 1683 when Groß-Enzersdorf, once more, was put to fire. International developments in the more recent history of Europe did not go by unnoticed either. Groß-Enzersdorf looked out on the Napoleonic battle of Aspern-Essling of 1809. This is also the reason why the participants to the Vienna Congress of

1815 went to visit the battlefield and spent some time in Groß-Enzersdorf. The Second World War proved to be dramatic for the Jewish community that completely disappeared. Though the local synagogue still stood until the 1960's it was too dilapidated to restore and needed to be broken down. An empty space, now deliberately given to nature, confronts passersby with this dark period in the history of Europe and of Groß-Enzersdorf.

Urban renewal and interpretive planning

The problems that Groß-Enzersdorf is facing are complex. Located in the vicinity of Vienna it developed into an dormitory suburb for the well to do who spend their active hours elsewhere. A national road runs through the centre of the city and cuts it literally in two. Even though it is situated at the borders of a natural reserve that attracts many hikers and bikers Groß-Enzersdorf does not profit from them because they do not enter the city. A large shopping centre just outside of the city makes local businesses in the city centre unprofitable. A museum that has many potentially interesting stories to tell is badly located and unattractive, etc.

During the second week of the summer school students were divided in separate groups each focusing on a different aspect of urban renewal from an interpretive point of view. One group looked at the city centre and how it could be integrated with its surroundings. It took into account the role that water had played in structuring the city, an element that is currently completely lost to the public space. Another group thought about how to bring life to the empty square in the centre of the city where once the bishopric castle stood. A third group devoted its attention to how to experience the city walls and how to integrate it with the natural surroundings and to make it into an inviting area for recreation and reflection. A fourth group focused on interpretive walks that linked the medieval city centre to the walls and to the city regions beyond the walls. The results of the work were presented at the end of the summer school before representatives of the city council and the city administration of Groß-Enzersdorf. This demand was an important reality check for the success of the results of the summer school.

The town government acknowledged the depth of the ideas and questioned some of the concepts previously developed within their master plan. Further discussions will take place in order to see how interpretive planning can be practically integrated into the urban renewal process. Testimonies of some of the students speak for themselves.

Ruth Van der Meulen from Belgium, for example, says:

"The scope was broad and there was an eye for what different disciplines might have to contribute on the topic of heritage. ... Especially the visit to the Roman museum (guided by the museum's enthusiastic conservator) and a visit to the remains of a chapel at the Stephansplatz subway station (what a remarkable place) made an impression on me. The second week was conceived as a project week: time to put all the input we got into practice and to consider the case of Groß-Enzersdorf. ... 'In-situ reflection' proved to be the right decision: we did feel inspired the rest of the course! Reflecting the case of Groß-Enzersdorf, connecting with both the reality of the place and all the input of the first week and getting (always gentle and enthusiastic) feedback on our work, made us grasp more fully what interpreting urban heritage is about."

Nona Nacheva, a student from Bulgaria, puts it this way:
"It was amazing working with so many people from different backgrounds. I am really happy that I've got the possibility to work on that particular topic, because for the very first time I've understood how to work effectively on an urban scale."

Finally Eva Nemeckova from the Czech Republic expresses her experiences by saying:
"For me, as for someone who is interested in architecture and urbanism but not an architecture student, the summer school was a great way to experience how it works in this field and to be able to participate on a real project. It was also interesting that the students were from many different countries so we could share our views and diverse cultural approaches."

Call for suggestions

Although not an Interpret Europe project, the idea for the Summer School was inspired by exchanges at the IE International Conference in Croatia in 2014. For the editions to come we intend to become more independent from summer school providers and to involve the Interpret Europe membership. In this regard, we would like to ask the following questions to the IE-community:

- Would you like to participate as a teacher next year? If so, what is your expertise and how do you think you could contribute?
 - Do you have students which might be interested in participating next year?
- Would you be willing to advertise our course through your networks?
- We are looking for case study areas for at least two years in advance – premise is the interest of the local authorities in an interpretation oriented approach towards urban renewal. Do you have any suggestions for such places, which would welcome and co-finance our course?
 - We are looking also at national and regional programmes, which finance urban renewal processes that might take interpretive planning into consideration.

Do you know any?

If you would like to respond, please send an e-mail to
Claudiu Silvestru. claudiu_silvestru@ragfrog.eu as well as to
Willem Derde, willem.derde@gmail.com.



Verena Perko
(Slovenia)

2nd International symposium on industrial heritage protection Bled, Slovenia, October 1-3rd 2015

Bled, a most beautiful Slovenian town complete with a romantic lake was from 1st to 3rd October home to the 2nd International symposium on Industrial Heritage Protection and reuse of industrial heritage: Dilemmas, problems, examples. The organizers were the Institute for Cultural Heritage of the Republic of Slovenia, the International Association of ICOMOS at UNESCO and the Council of Europe. The Conference programme was rich; and included the presentation and critical discussion of the theoretical foundations

and legal basis of heritage protection, with selected examples from Great Britain, Hungary, Turkey, Iran and Balkan, mainly from the territory of former Yugoslav republics.

Industrial heritage is fundamentally the heritage of modern and postmodern era. Over the last two centuries industry has radically changed urban and rural territories; it has had a massive impact on the environment as well as on the development of modern society. Our memory connects it with the disappearance of the old neighbourhoods and the construction of ugly concrete buildings, grey and uniform workers' colonies as well as with vanishing local identity and destruction of traditional ways of life. On the



other hand, the industrial revolution is bound to an unprecedented rise of the modern world. Industry accelerates the development of science and technology. It has paved the way to a better life for millions, opened the doors of education for them and forced the traditional society to accept women's rights.

Industrial heritage in the former socialist countries still has strong political connotation. It is inextricably linked with the rise of the proletariat and communism. It regularly includes a rich traditional knowledge, sometimes the tragic (after WWII) story of displaced or even persecuted owners, as well as a pride in the construction of a new socialist world of the working class. On this basis, a special kind of nostalgia for the former socialist times results in some of the industrial districts in East Europe. So called "ostalgie" (a concoction of nostalgia and 'east' in German, 'Ost'.) has accelerated the conservation works and "museum-isation" of "working class" heritage. Moreover, it has also emerged as a special branch of tourism.



Factories, ports, gigantic power plants, dams, workers' colonies, mining districts and many others have become an indelible part of our urban and rural identity. The students from Volos, once very prosperous Greek port, for example presented an extremely innovative revitalizing project creating a youth hostel in the preserved warehouses of the harbour.

The examples from Bosnia, Montenegro and Serbia brought light to the understanding of the complex and very delicate social and powerful political implications in the conservation of their

industrial heritage. The most important obstacle in recognizing its value is often the monetary value of the land where industrial buildings are situated.

The conference addressed an integrated approach in protection and museum-isation processes. Industrial heritage is a wholeness of architecture, machines, products, ancient and modern knowledge, experience and memories of thousands of industrial workers, engineers and officials. It includes distinctive language, customs, workers' colonies and homes with modest equipment and typical cuisine.

In the 1970s the impact of industrial heritage on museums resulted in the birth of an ecomuseum. The nature of industrial heritage forced museums to expand their area behind the museum's walls. But expensive and complicated preservation and conservation works without participative governance of representatives of local community are sentenced to failure. Therefore the conference called for inclusive and participatory heritage work. The conference concluded with a visit of the city of Jesenice, home of the most important steel industry at the time of the Austro Hungarian Empire and in the former Yugoslavia – and today the location of a museum that is well worth a visit.



Miran Erič, Msc
(Slovenia)

A global initiative on early watercraft

In April 2015 a global initiative connecting individuals and communities interested in early watercraft was launched in Slovenia.

The main idea of the early watercraft initiative is to establish a worldwide scientific network of professionals who deal with the issues of the beginning of human navigation: how humanity realised the benefits of worldwide water network and what the shift from staying in a small limited space to going out means for the humankind. This knowledge can be considered as one of the most important human invention equal to agriculture, fire control, housing, clothing and art.

However, navigation and use of worldwide water network is rarely present on the lists of most popular and oldest human inventions. Therefore this initiative will not only pursue scientific breakthrough but it will advocate the importance of this invention to a wide au-

dience as well. As we know only navigation gave humanity the understanding of distances and the opportunity for future universe travelling. In fact, to name devices for travelling through the space, most of the world languages use the terms related to early devices for using worldwide water network: “spaceships, raumschiff, nave espacial”; “space vessels”; “spacecraft”, etc.



The Initiative is based on 20 years of topic forming and developing which culminated in a paper given on the World Cultural Heritage Conference EUROMED 2014. The event was held in November 2014 in Lemessos, Cyprus (supported and organised by ISPRS, CIPA, ICOMOS, ICOM and ICCROM). The paper was recognised as best paper presented at the Conference and awarded with the first Prize of Werner Weber Award (see References).

The First Initiative Meeting

The first meeting of the initiative was held in Slovenia from 19th to 23rd of April 2015 and attended by 13 invited colleagues from Ireland, Germany, Poland, Austria, Switzerland and Slovenia. The meeting was symbolically taking place on the outskirts of Ljubljansko barje (Ljubljana marshes) in the town of Vrhnika near Ljubljana river. In that area a few very important finds were discovered in recent years.

The oldest one is 45 000 years old hunter weapons' point from yew wood which is of the global importance. The second find is the world's oldest wooden wheel with axis, dated to be 5 200 years old. At the same archaeological site Stare gmajne near Verd, one of the many piled dwellings at Ljubljansko barje (since 2011 the area is a part of the UNESCO World Heritage List among other small individual sites around the Alps), two logboats were found as well. They are both of the same age and with the sophisticated hollowed transverse reinforcement between the sides. This site was archaeologically researched by Anton Velušček from the Institute of Archaeology of Slovenian Academy of Sciences and Arts. The third and the fourth most important European artefacts in the nearby area are two early Roman flat bottomed ships from the beginning of first millennium. “Pontonium” from Lipe was discovered in 1890 by Alfons Müllner. After 120 years, in 2008, I discovered (researched in 2012) the ship from Sinja Gorica and in 2015 the third new Roman flatbottom sewn boat in Vrhnika again.

The initiative involves:

- a. professional researchers and institutions in research frame of prehistoric and historic findings, modern times, indigenous and autochthonous tradition, contemporary use – on the topic of early watercraft,
- b. local and regional communities, and individuals who are dedicated to the re-

search and maintenance of tradition, and traditional use,

c. local and regional communities, and individuals where early watercraft are still in use for economical and daily live purpose and

d. local communities and individuals which early watercraft is a major interest for their contemporary educational, promotional, sports, and touristic purposes. Indicative starting point for the organisation should be to include all continents without any daily geopolitical – local, regional, international and global – religious, ideological, economical, or any other influence.

In the next two to three years the initiative will have an official organisational framework. Activities will address fields such as science, culture, heritage protection, IT development, rural community development, sustainable tourism, alternative sports, traffic and transport and art. All heritage interpreters interested in early watercraft are most kindly welcome to join us within the initiative.

You are also invited to join the Early Watercraft Facebook Group (<https://www.facebook.com/groups/1661713817382855/>) where you can share your projects and participate in the discussion.

Miran Erič, MSc in Archeaology

Institute for the Protection of Cultural Heritage of Slovenia (IPCCHS)

Initiator of the Global Initiative: Early Watercraft

PhD candidate in Heritology at the Faculty of Arts, University of Ljubljana

E-mail: miran.eric@guest.arnes.si

References:

Erič Miran. "New reflections on the protection of World Heritage in the future: Global symbolic meaning of autochthonous and indigenous origins of water navigation." In International Journal of Heritage in the Digital Era, Special Issue: EuroMed 2014 Best Papers, volume 3 number 4 (2014): 597-612.

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EWA / Global Initiative: Early Watercraft - A global perspective of invention and development. The First Ambassadors Meeting Minutes

https://www.academia.edu/12294339/EWA_Global_Initiative_Early_Watercraft_-_A_global_perspective_of_invention_and_development._The_First_Ambassadors_Meeing_Minutes

Erič Miran, Bockius Ronald and Niall Gregory, 'Global Initiative: Early Watercraft - A global perspective of invention and development'. ISBSA 14, International Symposium on Boat and Ship Archaeology "Baltic and beyond" Change and continuity in shipbuilding. 21st - 25th October 2015, Gdansk, Poland.



Ingo Glückler (Austria)

IMTAL Europe – The Power of Performance

You may have already had a conversation with a character in costume, coming from the past, while visiting a historic site. You may have thought it was re-enactment or living history or some sort of interesting live event. If it was entertaining but also made you think and got you involved, then you are likely to have experienced museum theatre.

What is IMTAL?

Museum theatre is a term that has been used by the International Museum Theatre Alliance (IMTAL) to refer both to the performance of theatre (i.e. a play) in or by a museum, and also to the use of any of a variety of theatrical techniques by museums.

IMTAL embraces both definitions and welcomes practitioners of all types of museum theatre to participate fully as members of the organisation. Established in 1990, IMTAL consists of three affiliated membership organisations (IMTAL-Europe, IMTAL-Americas and IMTAL-Asia Pacific) that foster and develop diverse forms of live interpretation, living history, re-enactment, creative drama and role-play in museums, galleries, science centres, aquaria and historic sites all over the world. IMTAL promotes theatre and live performance as interpretive techniques in all cultural institutions. Theatrical methods focus on the public, engaging their emotions, which is a very effective and friendly way to transmit knowledge. The alliance serves as a non-profit professional association and supportive network for those engaged in the use of live theatre and theatrical techniques for educational, interpretive, and programmatic purposes and raises the quality of museum theatre on a global scale. As the practice has become embedded into the work of museums and other cultural and/or informal learning institutions in the heritage industry in the US and Northern/Central Europe over the last 20 years, IMTAL has developed a set of standards of excellence for use when evaluating these programmes for professional recognition, accreditation, benchmarking, and in the development of new programmes. Hence, the mission of IMTAL is to inspire and support the use of theatre and theatrical technique to cultivate emotional connections, provoke action, and add public value to the museum experience.

ing these programmes for professional recognition, accreditation, benchmarking, and in the development of new programmes. Hence, the mission of IMTAL is to inspire and support the use of theatre and theatrical technique to cultivate emotional connections, provoke action, and add public value to the museum experience.

What does IMTAL do?

IMTAL members come together annually to exchange information, share ideas, provide feedback, and make connections in the museum world. We also organise training days in performance skills, storytelling, evaluation techniques, engaging with an audience and research skills. One of the main qualities of IMTAL is focussing on networking.

IMTAL events and activities are open to non-members, but membership covers several benefits, including: reduced participation fees for conferences, training events and networking activities; "Insights Europe" magazine twice a year, with opportunities both to receive and contribute to articles of interest regarding developments in the field. These articles have included research reports, book reviews, accounts of lessons learned, marketing opportunities and articles from suppliers of professional services. Members have access to the mailing list and the facebook page to request advice, support and information from other members in the network. They are offered the opportunity to create a profile on the IMTAL Europe website. Oh, and we have fun!

Who is IMTAL for?

IMTAL members include art, science, history and children's museums, historic sites, zoos, and aquaria, as well as museum professionals who work in them. Membership of IMTAL-Europe is open to all who are interested in this field. IMTAL-Europe also welcomes those who work with interpretive performance in digital audio-visual media and contemporary art forms. At present our membership includes over a hundred representatives from across Europe. If you have been thinking about introducing museum theatre into your museum but are still unsure, then come along and see for yourself whether museum theatre can play a role in your institution. For more information about the International Museum Theatre Alliance (IMTAL) – Europe and how to become a member visit: <http://imtal-europe.net/> or http://ku-linz.at/bibliothek/imtal_european_regional_conference/.



Discussions at the NAI / Interpretation Canada conference in Montreal and at Interpret Europe's conference in Kraków resulted in a small group of people being asked to consider if some form of international federation of heritage interpretation associations might be created and how it might operate.

Since then, Chuck Lennox of NAI has convened several Skype meetings of a group which now includes Chris Mathieson of Interpretation Canada, Lisa Keys of the Association for Heritage Interpretation and Michael Glen of Interpret Europe.

The group's first task was to look back over the last 30 years from the seminal Declaration issued by an international interpretation conference in Banff, Alberta via a later one from Honolulu right up to the IE's Freiburg Declaration and its International Memorandum of Understanding, agreed by many of the interpretation associations. The strong measure of consistency that runs through all these statements has allowed the group to prepare a first draft of a new declaration drawing together all the key elements of past documents.

The next task, currently under way, is to prepare a short statement that sets out the purposes of any international federation based around Bill Taylor's simple targets of Awareness, Advocacy and Support of and for the profession. It will also consider general practicalities and how the end result might be promulgated. This we hope to have drafted by the end of October when it will be circulated for comment and development among existing membership associations. IE members will have an opportunity to offer their own views at a later stage when the initial documents have been refined.

The group will also consider whether the final outcome might also be appropriate for commercial, public and non-profit organisations to embrace.

Training

Thorsten Ludwig (Germany), and Willem Derde (Belgium).

Eleonora Negulova signing the HeriQ agreement



IE courses for guides and guide trainers

After the outcomes of the EU project 'HeriQ – Quality in Heritage Interpretation' were presented and discussed at the IE Conference in Kraków, an agreement to pass them over to Interpret Europe was endorsed by the IE Supervisory Committee. The HeriQ partners from Bulgaria, France, Germany, Greece and Italy ratified this agreement during their final meeting in Sofia. So far, the material produced by the HeriQ system to train and certify guides and guide trainers is available in 12 languages and the system could therefore become the first step to introduce a genuine European training programme.

Scope and content

The core product of the HeriQ system is a 40-hour certification course for interpretive guides. The scope and the structure of the course are comparable to the Certified Interpretive Guide (CIG) courses that were successfully established in the USA from 2000 onwards by the National Association for Interpretation (NAI). The course content is built around four core qualities stemming from a course entitled, "Basic Interpretive Skills". This pilot course was developed in 2003 as part of the EU TOPAS (Training of Protected Area Staff) Project and improved upon in the Parclnterp Project during the UNESCO Decade Learning for Sustainable Development (DESD).

Interpretive guides

The four core qualities taught in the courses are:

- turning phenomena into experiences
- provoking resonance in participants



- offering paths to deeper meaning
- fostering respect for all heritage.

The courses teach the skills to perform these qualities almost exclusively through practical exercises at heritage sites and the outcomes can be directly incorporated into the work of any guide. During the course, all participants have the opportunity to perform their skills as well as giving and receiving feedback through peer reviewing processes based on 20 specific requirements. The courses are accompanied by prepared work material and by an illustrated 40-page course manual that describes the background, exercises and assessment criteria.

Interpretive guide trainers

Trainers from all professional fields wanting to become interpretive guide trainers take part in a seven-day version of the guide course. This includes teaching exercises and considers training practices. Candidates must have guiding as well as training experience but can have different backgrounds and do not necessarily need to know about heritage interpretation when they join. Certified trainers can run guide courses on their own. The agreement with IE states that they are fully responsible for their courses including certification and do not need to pay any fees to IE. Besides following the quality standards, the only requirement is that all trainers and guides become members of Interpret Europe.

How to become certified

To be certified as guides, participants sit a short written test and deliver a homework task connected with the



exercises done during the five-day guide course. On the last day of the course, they show that they are able to perform the practical skills they need as interpretive guides and to deliver a peer review exercise. Trainer candidates need to sit an

additional trainer exam on contemporary learning approaches after practicing and discussing all exercises in the guide course during the seven-day guide trainer course. The result is video-taped and sent to an IE review team to be assessed using criteria known to the candidates.

Complementing instead of competing

Training courses for guides are offered by several national and regional organisations all over Europe. The IE course complements these courses by explicitly focusing on practical guiding skills that are a feature of the interpretive approach. It neither touches on other methodological approaches nor any subject content in different fields of heritage. That way, the course can be added as one additional module to other courses

without creating significant duplication. It can be run as a residential or non-residential course for one or more organisations and split into five parts according to the preferred training arrangements of the organisations involved.

Interested?

To plan where courses should take place in 2016 and in which languages, members wanting to gain certification should send a brief and non-binding request by 20 November to training@interpret-europe.net, stating whether they would like to become certified interpretive guides or interpretive guide trainers. Following this input from our membership, courses can be arranged and logistical and financial issues discussed. To extend our possibilities of offering guide courses in different countries, we especially encourage trainers to participate in our guide trainer courses.

We are looking forward to starting this programme and we would be glad if as many guides and trainers from all over Europe would take up this exciting offer.

The demand for interpretive training in different European regions and subject areas is currently being assessed through an online survey to find out where courses could most appropriately be held. Please take part in this survey at <https://www.umfrageonline.com/s/4d5f265>.



Funding

Dorothea
Papathanasiou-Zuhr
(Greece)

Go for INTERREG MED 2014-2020!

The first Call for Proposals for the new Interreg Mediterranean Programme has been launched – and the attractive sum of 154,000,000 € is allocated. If you are based at the Mediterranean Sea and eager to support natural or cultural heritage and sustainable development through your work, this might be interesting for you. Have a look at the brief information below – and if you intend to dig deeper, check the project information at the IE website. Submission deadline is 2 November 2015.

ETCP Interreg Mediterranean 2014-2020
<http://interreg-med.eu/en/home/>

Objective

To promote sustainable growth in the Mediterranean area by fostering innovative concepts and practices, reasonable use of resources and supporting social integration through an integrated and territorially based cooperation approach. The programme gives attention to four types of area that represent important challenges, due to their resources, their development potential or the economic difficulties that they are confronted with:

1. Coastal areas with a high level of attractiveness, important concentration of activities and fragility of natural and cultural resources
2. Urban areas as centres of innovation and socioeconomic activities which are confronted by strong environmental challenges with pollution and GHG emissions
3. Islands that cover 4% of the Mediterranean and represent a major economic, environmental and cultural dimension of the MED area
4. Rural areas characterized by rural activities and low density of population. Their development is hampered by geographical isolation and/or demographic and environmental changes

Budget
275.9 million

Priority axes

1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth; 75 Mio € Private co-financing for ERDF partners
2. Fostering low carbon strategies and energy efficiency in specific MED territories: cities, islands and remote areas; 46,8 Mio € Private co-financing for ERDF partners
3. Protecting and promoting Mediterranean natural and cultural resources; ERDF budget : 79,1Mio € Private co-financing for ERDF partners
4. A shared Mediterranean Sea; ERDF budget 18,7 Mio € no co-financing for private ERDF partners!

Eligible areas

57 regions divided among 10 EU Member States and 3 IPA countries.

Eligible organisations

Public, private, NGO, companies

Deadlines

Modular Projects: 02.11.2015

Horizontal Projects: 11.11.2015 Preparation phase for Horizontal projects



Horizon 2020 – Work plan 2016-2017

Horizon 2020 (<http://ec.europa.eu/programmes/horizon2020>) is the biggest EU Research and Innovation Programme ever with €80 billion available for the Programming Period 2014 - 2020. It is pursuing breakthrough discoveries and scientific excellence by taking the great ideas from the lab to the market.

There are three calls relevant for heritage interpretation:

Call CULT-COOP-06-2017:

Participatory approaches and social innovation in culture Specific Challenge: the EU recognizes cultural heritage as a "resource for a sustainable Europe" and highlights that "participatory governance of cultural heritage offers opportunities to foster democratic participation, sustainability and social cohesion and to face the social, political and demographic challenges" in Europe and focuses on the fact that the contribution of cultural heritage to economic growth and social cohesion is undervalued in spite of growing scientific evidence, and calls for an integrated approach to cultural heritage for Europe. Cultural heritage is a shared resource for everyone and of paramount importance for urban and rural development, tourism, education, creative industries and cultural heritage professionals to understand how to integrate European tangible and intangible cultural heritage into sustainable development, hence the crucial role of social and inclusive innovation. This will also help to promote innovative ways in which to manage increasing flows of EU and non-EU tourists, which are currently largely limited to a number of urban destinations only ("theme park Europe").

Scope: a) Research and Innovation Actions

Research under this topic will critically assess the current state of cultural institutions and investigate new ways to develop the role of European culture ministries, cultural institutions and their networks as cultural service providers and hubs of social innovation.

Budget: 2.5 million

Expected impact: Results will give guidance on how to promote European culture in a way that enables mutual and intercultural understanding.

**Call: CULT-COOP-08-2016:
Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction**

Specific Challenge: The virtual museum provides opportunities for people to access digital content before, during and after a visit in a range of digital 'encounters'. The challenge will be to give further emphasis on improving access, establishing meaningful narratives for collections and displays and story-led interpretation by the development of virtual museums.

Scope: a) Research and Innovation Actions

The real potentiality of a virtual museum is in the creation of personalized, immersive, interactive ways to enhance our understanding of the world around us. The audio-visual narrative effectively communicates about objects in a museum to the ordinary visitor. Actions will focus on the development of highly innovative technologies, methods and ICT tools to significantly improve the 'digital encounter' including quality of images, sonic narratives, the display and interactivity with digital objects.

Budget: EU in the order of 2.5 million

Expected impact: Virtual museums and social platforms are accessible for everyone, breaking the restrictions of geography and time. VM & SP will help to increase European citizens' curiosity for art and their understanding of cultural heritage. VM & SP will support access to culture and citizens' engagement with culture in less developed regions. Type of Action: Research and Innovation action, Coordination and support action

**Call CULT-COOP-09-2017:
European cultural heritage, access and analysis for a richer interpretation of the past**

Specific challenge: New technologies can be a valuable instrument to process large amounts of data in order to identify new correlations and interpretations and extract new meaning from our cultural and intellectual heritage.

Scope: Tackling issues such as automatic contextualization and identification of content by developing analytical tools, including methods for automatically finding content which is semantically similar to a given item, or content which is related to a given high-level concept. Work must fundamentally address the issue of data quality and interoperability and be performed in close collaboration with Humanities and Social Sciences researchers.

Expected impact: Improve the understanding of the rich diversity of European cultural heritage and create added value for the society

Type of action: Research and innovation action

Budget: 2-3 million

These calls are explained in more detail in the Horizon 2020 Draft Work Programme 2016-2017. Please get in touch with the IE Management at mail@interpret-europe.net if you would like more information.

Announcements

Welcome to our new members

Stiftung Jugendburg Ludwigstein, Germany
Ola Fransson, Sweden
Francesco Iacono, Italy
Dara Lynne Lenehan, Ireland
Agnieszka Sadraei, UK



Dorothea
Papathanasiou-Zuhrt
(Greece)

Alector - Call For Experts

The ENPI CBC Project ALECTOR (2.1.2.73296.282 MIS ECT 2617), co-financed by the European Commission is looking for heritage experts to recruit the Black Sea Heritage Observatory.

Project description

The Project is dedicated to the development and promotion of heritage tourism standards in the Black Sea Basin. It is funded by the ENPI at 90% and national contribution by 10%. The overall project budget is 1.125.744€. The Cross-Border Project will be implemented in 24 months in Greece, Bulgaria, Romania, Moldova, Ukraine, Georgia and Turkey and will be finalized by 31.12.2015. SCRIPTORAMA, the Project's Open Street Museum with 90 geo-locations accessible via QR Codes in the territory, an iBook for iOS and Android operation systems and a multivision for the heritage area of the Cross Border Partnership are representative for the project's cultural heritage identity.

The Black Sea Heritage Observatory

The major issue of the protection, conservation, management and interpretation and economic maximization of the wider heritage environment has to be communicated to the academic community, key players and the general public. Upon project completion Black Sea Heritage Observatory will manage the project legacy and recruited experts will become an important address for heritage projects in the Black Sea.

Expert profile

Experts operating in the cultural heritage domain independently of sector and background are asked to recruit the Black Sea Heritage Observatory. Encouraged are also young experts with three years of proven experience in heritage management, communication, interpretation, culture and the arts or other. Experts shall complete their CV in the Europass format and send it to: antrec.alector@gmail.com. All experts shall receive a conformation email for their expression of interest.

Upcoming Events



Willem Derde
(Belgium) and
Thorsten Ludwig
(Germany)

IE Conference 2016:

Heritage interpretation – for the future of Europe

Herita, Flanders Heritage Association, will organise Interpret Europe's next conference. It will take place from 21 to 24 May 2016 in Mechelen, Belgium – just a 12-minute train ride from Brussels National Airport.

Mechelen is one of Flanders' most prominent towns of historical art. 500 years ago, in the reign of Margaret of Austria, Mechelen was the capital of the Low Countries. The bell-towers of Saint Rumbold's Cathedral and the old Cloth Hall, as well as the Béguinages – the medieval quarters of socially-engaged and independent women – are part of UNESCO World Heritage Sites: they are all within walking distance of our conference venue.

Flanders is in the northern part of Belgium. It is world-famous for its beers and chocolates, for wealthy cities like Antwerp and Ghent as the home of famous artists such as Rubens and van Dyck – and for the sites of fierce battles such as Flanders Fields. Flanders is just as much a hub of European concerns today as it was in historic times: another good reason for us to go there.



Horst Castle

We will meet at the Lamot Conference and Heritage Centre, based in an old brewery close to a picturesque market square on the River Dijle. The old Lamot brewery was completely renovated between 2000 and 2005. Its bold architecture is intended to combine old and new as a contemporary vision of the future while respecting its heritage.

Lamot provides plenty of space and offers a wide range of meeting rooms with capacities ranging from 5 to 500 seats. It has its own catering service and works closely with several hotels nearby.

Call for Papers

Heritage is becoming a major topic of debate in the European political arena. Because of its long history of reflecting about heritage, Europe has a lot to offer to the world, but there are issues to overcome as well. Europe's cultural diversity is an important asset, but also a challenge and a cause for debate and conflict. Natural and cultural heritage can contribute to active citizenship and community building but it is also fragile and needs protection. Heritage can contribute to well-being and it can be the starting point for reflection. Therefore, it can result in changes of attitude and opinion. What we need, however, is insight into what turns the experience of heritage into a learning process.

How heritage interpretation can contribute to meet these and other challenges will be the topic of the conference. We welcome presentations that are theoretical or describe case studies or good practices as well as proposals for practical workshops.

Background

It was around 1800 when Europe entered a new era. The call: "Liberty, equality, fraternity!" had shaken the foundations of the old feudal structures. The Industrial Revolution gained ground. Mobility increased and, in the face of change, people searched for reference points. Visiting and reflecting on heritage, from mountains to crumbling temples, or listening to songs and fairy tales, somehow eased the transition.



*Mechelen Brewery
guided tour*

During the 19th century, many natural and cultural sites were protected. But the perception of heritage became more and more subject to the idea of proud and valiant nations. What started as an open-minded cultural enterprise, enriched by exciting discoveries, suddenly became exclusive. Despite the many ties that bound the different nations of Europe, tension built up that finally escalated in two devastating wars.

During recent decades, heritage has experienced a kind of renaissance. Its contributions to society and to people's well-being are brought to the fore. Natural heritage sites are seeing a trend for simple, authentic visitor experiences as a response to the pressures of modern civilisation, while cultural heritage has been acknowledged by the

Council of the European Union as "an important component of the European project" and as "a strategic choice for the 21st century". Hence heritage is becoming a major factor in the arena of contemporary politics.

Once again, society in Europe needs a new approach to meet the challenges of the time. And once again, the way we see heritage is playing a key role in managing this transition. The European Commission recently echoed this sentiment by proclaiming Europe as "a laboratory for heritage-based innovation". Needless to say this has a strong impact on how to approach the most critical issues that lie at the heart of the European project, including active citizenship, acknowledgment of natural or cultural diversity, and the inclusion of conflicting views on the way to a common European identity. While the need to strengthen those values is generally shared, a strategy seems to be missing. How will this "heritage-based innovation" be put into practice?



Langemark
Cemetery

The qualities of heritage interpretation seem to be well suited to that demand. Heritage interpretation gets 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.

With our conference theme: "Heritage interpretation – for the future of Europe", we want to stimulate thinking on how interpretation can unleash these qualities in order to become a tool for achieving the high

goals that Europe has set for itself.

How you can contribute

We invite proposals for presentations and interactive workshops that particularly address the following subjects:

- Heritage interpretation and the issue of human rights

Europe has been the scene of many abuses of the dignity and integrity of people, massive violence, genocide, discrimination and the destruction of much valued heritage. Conflicts such as these continue to arise all over the world. How can heritage interpretation help to prevent them, or to solve or mitigate them when they occur?

- Heritage interpretation and the issue of creating and maintaining peace.

The European project has emerged out of the ashes of two devastating wars. The constellations of power not only ended in disaster but left Europe unprepared to face the challenges of a changing world. What could be the role of heritage sites and landscapes in reflecting on what happened? How can they encourage thinking about a more peaceful society?

- Heritage interpretation and the development of active citizenship

The European idea is based on inclusiveness, not exclusiveness. As the world changes, we are challenged by new demands, suggesting different ways of participation and democratic involvement. How can we learn from examples in the past? How can we better involve favourable as well as critical stakeholders in heritage communities? Can heritage interpretation support this essential aim?

- Heritage interpretation as a means of sustainable development

How can we balance our impact on nature and the values of culture with the demands of recreation and exploration? How can we deal with the logic of free markets that is followed by many companies in the tourist sector and in other heritage-related businesses? Can heritage interpretation still practise stewardship and really make a difference in achieving a sustainable future for all the elements and actors involved?

- Heritage interpretation as a source of inspiration for lifelong learning

Heritage interpretation has been characterized as a non-formal way of learning provoked by interaction with a tangible or intangible heritage site, object or



event. What exactly is involved in this learning process? What kind of competences are needed to share heritage experiences, how are they related to European frameworks and how can they be taught in an interpretive way? What about the relationships between knowledge, skills and values?

During the conference, participants will experience selected sites in Mechelen and other places in Flanders that exemplify the significance of the topics outlined. Those sites will also create the setting for further discussion and debate.

Apart from these topics, we always welcome presentations and workshops that focus on the theory and practice of heritage interpretation as a discipline. Approaches to the further improvement of the profession, illustrated in a lecture or developed and discussed in an interactive workshop, can make valuable contributions to the conference.

Submissions

Please submit an abstract of your presentation or interactive workshop by 30 November 2015 using the template on www.interpreteuropeconference.net. You will find all information about requirements for this abstract there.

We will publish presentations online in our conference proceedings. The proceedings will be ready at the conference. The deadline for submission of full papers will be 1 March 2016.

Contact

If you have any questions, contact our Conference Manager, Laila De Bruyne: laila.de-bruyne@herita.be

Important dates for the conference

30 November 2015:	Submission of abstracts at www.interpreteuropeconference.net
4 January 2016:	Abstracts are approved or not approved
5 January 2016:	Start of the subscription period for the conference
29 February 2016:	Authors need to have registered and paid
1 March 2016:	Submission of full papers at proceedings@interpreteuropeconference.net

Thanks to our Review Committee

Karel Dendooven from Belgium, Eva Sandberg from Sweden and Roger White from the UK agreed to form the Review Committee for our conference in Mechelen. They will receive all proposals for workshops and presentations and will respond to all those who submitted abstracts by 4 January 2016. All the committee members were at our last conference in Kraków and you can find more information about them at <http://www.interpreteuropeconference.net/review-committee>.



International Conference Istanbul

December 8th - 10th, 2015

The ENPI CBC Project ALECTOR (2.1.2.73296.282 MIS ECT 2617) is organizing an International Conference on the 8th, 9th and 10th of December 2015 in Istanbul, Turkey. The Conference "Caring and Sharing: The Heritage Environment as an Agent for Change" aims to communicate to multiple target audiences

- how the project achieved results;
- the methodologies and planning strategies developed; and
- the locally implemented pilot applications that were established using the inter-

national experience in the heritage sector especially in the conservation, protection, management and communication of heritage.

The project team are are inviting submissions of both theoretical and empirical research papers related to the following specific topics:

1. Standardization in tourism- a new approach based on R&D and ICT;
2. Local developments and international networking through heritage products

and services;

3. Climate change and the historic environment,
4. Natural and cultural heritage risks and hazards;

5. Smart specialization and financing of local tourism development based on heritage assessments;

6. Teaching methods for novel professional profiles, future experts in heritage, tourism and hospitality industries, including cultural communication and the interpretation of heritage;

7. Anthropological cultural heritage, tangible and intangible heritage assets as a main identity pillars for socio-economic development and community cohesion;

8. Topics in natural heritage management, conservation and protection of monuments and fabric.

The list is not exhaustive. For additional thematic sessions a minimum 10 submitted papers are requested. The submitted papers should have different authors and not with the same institutional affiliation.

Guidelines for Authors:

A paper should respect Elsevier format and to have a length of 6-8 pages, including annexes and references. A paper can have a maximum of 4 authors.

A maximum of 2 papers per author are accepted. Only papers that are presented in the Conference's sessions will be published in Conference Proceedings and will also be published on-line. All papers must be submitted as "word" and "pdf" file format not exceeding 8 pages including text, figures, tables and references.

Elsevier guidelines for Author Word Template are available, for details see:

<http://www.elsevier.com/journals/procedia-social-and-behavioral-sciences/1877-0428/guide-for-authors>.

There is no participation fee for the Conference registration. For social events and study visits participation is fee up to a maximum limit of 120 participants. The travel and accommodation is in the participants' responsibility. The organizing committee will help Conference participants with specific information.

Deadlines

September 20th 2015 - abstract submission

September 30th 2015 - abstract acceptance notification

October 20th 2015 - full paper submission and early registration

November 1st 2015 - full paper acceptance notification.

November 15th 2015 - any revisions recommended on acceptance to be completed (Any delay will exclude paper from publishing in the Conference volume.

November 15th, 2015 late registration p

Conference Proceedings: will be published in an international Elsevier journal hosted by Science Direct and will be indexed in Science Direct, and Scopus. The International Conference Proceedings will be submitted for inclusion in Conference Proceedings Citation Index by Thomson Reuters. The access to Procedia- Social and Behavioral Sciences through the internet shall be granted on a free and perpetual basis on Science

Direct, subject to Elsevier's online terms and conditions of use.
All submissions have to be made ONLY through the Conference Management System.
The link for abstract and paper upload will be notified to you up to 15th of August 2015.

IMPORTANT: for paper upload, please follow the link: <http://www.rorcf.ro/alector/>



2016 IMTAL European Regional Conference – request for proposals

"Wake the Past With a Kiss: Communicating With Visitors Through Museum Theatre"
International Museum Theatre Alliance (IMTAL) 2016 European Regional Conference
Altpernstein Castle, Altpernstein 1, 4563 Micheldorf in Upper Austria, Austria
September 5th-9th, 2016

The 2016 IMTAL European Regional Conference consists of three exciting days full of panel discussions, per-formances, and workshop sessions that explore the conference theme: "Wake the Past With a Kiss: Communicating With Visitors Through Museum Theatre". IMTAL Europe invites you to share and compare the variety of tools and approaches in the field of museum theatre. Come to late medieval Altpernstein Castle in the picturesque Krems Valley to learn how your colleagues use new and well-tried methods of verbal and non-verbal communication to get a complex message across to the audience in a digital age.

The 2016 conference will feature international keynote speakers, workshops and panels of speakers dealing with the theory and practice of communication in museum theatre, re-enactment, storytelling and live interpretation, and affords the opportunity to visit to local museums and historic sites. It will bring together practitioners, researchers, performers and museum professionals from around Europe (and the world) to discuss, debate, present, and share examples of how the field is evolving and innovating. Proposals may address any facet of the theory and practice of museum theatre, living history, re-enactment, storytelling and live interpretation.

Please submit proposals by January 15th, 2016 to i.glueckler@ku-linz.at. Proposals should include: session type, session title, 80 word summary (to be used by the review committee and in the programme guide), staging and AV needs, any additional support materials (performance video, script, etc.), and contact information. All sessions will be published in a follow-up publication in a special issue of Insights Europe 1-2017. Note that all presenters must register for the conference by May 15th, 2016 for their session to be confirmed.

For more information about the 2016 European Regional Conference of the International Museum Theatre Alliance (IMTAL) – Europe visit: <http://imtal-europe.net/> or http://ku-linz.at/bibliothek/imtal_european_regional_conference/ .



Upcoming events in Europe

21.10.-23.10.2015: AHI Annual Conference in Wiltshire (UK)

03.11.-06.11.2015: A way with words, training course on interpretive writing in Plas Tan y Bwlch (UK)

19.11.2015: Herita Open Monuments Conference in Ghent (Belgium)

21.05.-24.05.2016: IE Annual Conference in Mechelen (Belgium)

Upcoming events outside Europe

10.11.-14.11.2015: NAI Annual Conference in Virginia Beach (USA)

31.03.-04.04.2016: Inheriting the city, conference of the University of Birmingham and the National Taiwan University in Taipei (Taiwan)

03.04.-07.04.2016: NAI and INNZ international conference in Wellington (New Zealand)



Any news, projects, items, thoughts or adventures in interpretation that you want to share?

Send us a report and some photos for the next newsletter

Deadline for contributions for our next newsletter:

Friday 27 November 2015



Costumed interpretation at the Tower of London, or members of IE planning the conference next year.

Add your own captions



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