



Photo: Kev Theaker

Newsletter

Summer 2016

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Thorsten Ludwig and
Sebastian Zoepf
(Germany)

Dear members,

In May 2016, about 200 people from more than 25 countries met in a Flemish town on Brussels' doorstep. They came together to think about the role of heritage interpretation for the future of Europe. Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport, addressed them with the following words:

"Through interpretation, I believe heritage can contribute to the building of communities, not just at local level, but also on national and European levels. Bringing citizens closer to their heritage is about bringing them closer to each other, and this is an important step towards a more inclusive society."

Just one month later, it suddenly felt as if these words were echoing through an empty hall. A majority of British people had decided that the United Kingdom should leave the European Union.

Interpreting heritage actually played no minor role in that debate. Meaning had been attached to facts in order to reach hearts; historic sites and events were claimed in this or that way; citizens became involved and engaged in one way or another. Many debates focused on the concept of responsibility, but how far should responsibility reach? To the shores of one's own country in order to help the nation's poor? To other Europeans whose countries found themselves in crisis? To people from other continents who came to Europe because they felt threatened at home or pulled by the undertow of a huge prosperity gap? How far away is too far away, and what do people actually consider as their heritage? Can heritage interpretation encourage individuals to meet challenges by which they otherwise would feel overwhelmed?

Those were some of the questions we discussed in May 2016, during our Interpret Europe Conference in the Flemish town of Mechelen – and suddenly those questions became more relevant than we had thought before. Conversations started far outside the conference venue, between the gravestones of Flanders Fields, because what the European idea means to us has a lot to do with the way we experience and interpret especially such sensitive sites. Our parents and grandparents knew that quite well, and this is why they decided to hoist the European flag and hold hands at places such as Flanders Fields.

The morning after the UK referendum, a renowned newspaper published a map of Europe, showing the British Isles having drifted away into the Atlantic. However, all messages we have received from our members from both sides of the English Channel confirmed that this land is still in sight and that they will continue to join hands across the Sea, now more than ever before.

Britain belongs to Europe. Where else?

Thorsten Ludwig and Sebastian Zoepf
Managing Directors



Interpret Europe Activities

Lucy Walker
(UK)

IE Conference 2016 –

"Ears hear and eyes see. What then does mind do?"

In the shadow of the Brexit vote to leave the European Union, for me, the Interpret Europe conference in Mechelen shines out like a beacon.

As a British-European archaeologist and historian, it was a revelation to find myself amidst adults of all ages, from many countries, with varied professions, all interested in the remit of 'interpretation'. I also discovered that I had been an 'interpreter' for most of my professional life, without realising it. I frequently use archaeology and history as a vehicle for exploring contemporary issues, and here I found many others doing the same.

Although I had not been to an IE event previously, and only knew by name a couple of the participants, I found myself welcomed to share ideas and experiences, and part of a wide ranging, questioning and responsive programme – imaginatively shaped by the IE committee and superbly organised by Herita, the Flanders Heritage Association.

Our schedule at the Lamot Conference and Heritage Centre (a successfully modernised and transformed former brewery) was full, with parallel sessions, presentations and workshops, discussions, lunches, fieldtrips, and dinners in fabulous heritage locations. One evening a memorable storyteller from Manchester, of Jamaican heritage, joined us at Alden Biesen Castle, the Grand Commandery of the Knights of the Teutonic Order -an intriguing and, hitherto, unlikely, coming together of very different cultural voices.

"Through interpretation, I believe heritage can contribute to the building of communities, not just at local level, but also on national and European levels. Bringing citizens closer to their heritage is about bringing them closer to each other, and this is an important step towards a more inclusive society."

Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport

I took the opportunity to join the organised trips on either side of the conference: the World War 1 combat zone of Flanders Fields, including the cemetery at Tyne Cot, the Passchendaele Memorial Museum and the controversial Menin Gate at Ypres, memorial to 90,000 British and Commonwealth soldiers with no known grave. Members of our group laid a poppy wreath, and the 'Last Post' was played, as happens every evening. On the last day we went to the small medieval trading city of Bruges, an important centre of the Northern European Renaissance and now full of tourists - some of us went on a cycle tour and I had my first virtual reality heritage experience, which I highly recommend!

Mechelen itself was an interesting place to explore, a small town on a busy waterway, once a leading city of the Burgundian Court (that was an historical challenge for some of us) with its own treasures of Flemish heritage, a lively central market, a beguinage (worth looking up if you don't know what that is, as I didn't), 'flemish-



Mechelen Central Market
Photo: Walker

Interpreting WW1 at
Passchendaele
Photo: Ludwig



bond' brick buildings including a Renaissance palace where thinkers including Thomas More and Erasmus came to stay, a striking Rubens tryptich of the Miracle of the Fishes, and a modern brewery with delicious beers, heir to a medieval brewing tradition run by women.

"Interpretation at all levels will be essential to ensure that the storytelling reflected in tourism products is authentic and reinforces the European narrative thus enhancing the experience of visitors from both in and outside of the continent."

Peter Debrine, UNESCO

I also enjoyed an Afropean shop run by a Nigerian woman selling very stylish, tailored clothes made by combining colourful West African printed cottons with more sombre European fabrics.

But definitely the most challenging heritage site in Mechelen is the Kazerne Dossin -the transportation hub from where thousands of Jewish people were sent to Auschwitz during World War 2, and now a memorial, museum and documentation centre.

And so what is this thing called 'Interpretation', and what were the questions which challenged us this year? Mindful of the hazards of the potential dominance of Eurocentric perspectives, I don't think the conference fell into that trap, even though our theme was Interpretation for the Future of Europe, and our material was European. That is perhaps because the essence of interpretation is about questioning and encouraging people to see and understand things with fresh eyes and new perspectives.

"I would like to congratulate Herita and Interpret Europe and your teams for the very successful Interpret Europe conference organised in Mechelen. The presentations and visits were interesting, well organised and often thought provoking. Thank you again!"

Benedicte Selfslagh, European Heritage Label

We considered the role of remembrance in the context of war and peace, of reflection on big issues including mass violence, the mass movement of people and refugees, conflicting religions, politics, states and nation states, and the value of heritage interpretation and making museums within these contexts. These are universal and present-day issues, and interpretation is relevant and important anywhere, in any time or place, revealing new narratives and voices to bring people together. The two caveats underpinning the Interpret Europe conference seemed to be that Interpretation must essentially be inclusive and founded on the bedrock of human rights.

Lucy Walker is a freelance archaeologist and historian, affiliated to the Pacitti Company Think Tank in Ipswich, and the McDonald Institute for Archaeological Research, Cambridge University. She is a trustee of the Museum of Cambridge and Chair of the Mill Road History Society (www.accessarchaeology.co.uk; lucywalker1@gmail.com).

Grand Commandery Alden
Biesen Castle
Photo: Walker



IE Conference 2016: Behind the scenes

As your conference manager, you can imagine that my team and I saw the conference from a different perspective. This is what we experienced – and what we would recommend as the ultimate conference recipe.

Preparing a conference takes some work, but part of that work is different from what one would expect. For example, we rushed with beer barrels so it would have the perfect temperature when you arrived, or we tried to convince the bus driver to drive through tiny streets so you would not catch too many raindrops – and since our conference, all taxi companies in Mechelen know Liselore from Herita, who arranged a taxi or bus for every post-conference participant in ultra-fast time on the national strike day to make sure all would catch their flight or train on time.

However, nobody would be keen to hear fancy stories about stressful moments (and actually there weren't too many). So instead we thought of what could be a good recipe for a successful IE Conference: what made us smile, when did we frown and why, as a team, we enjoyed this event. Let's try...

Ingredients

- 1 conference venue with an aircon system that listens to the feelings of the participants, where water bottles are refilled by themselves, where tv screens and projectors are doing what you say just after you have talked to them,...
- A team of 15 friendly, dedicated hosts
- 1 red pepper
- Sugar
- A bunch of positive and open minded international participants
- Belgian chocolates
- Belgian beer
- Hotel nearby and a nice bed
- Optional: a 15m long rope, a tennis ball, markers, pens, papers, a printer that is willing to work overtime

Preparation

1. Search for a suitable conference place, i.e. something that looks like a transparent sugar pot
2. Fill this pot with a team of 15 friendly, dedicated hosts – make sure they have a hotel nearby and a nice bed; immerse them all first in a red sauce based on Belgian chocolates so they won't stop smiling whatever happens and make each of them spread their smile over the entire pot so they are recognisable throughout the whole menu.
3. Let the bunch of international participants flow gradually into the pot between

the smiling hosts, making sure they melt together: let it rest for a few minutes, so they get acquainted with each other, provide equipment when they ask for it (pens, paper, markers, flipcharts, tennis balls, a 15m long rope...) – always with a smile and make sure your material provider (printer) and hosts are willing to work overtime. Dedication to each other and reaching for the same goal is everything!

4. When the merging of the two ingredient groups seems to be complete, you taste. If some sides of the

*The Herita team at dinner in Alden Biesen
Photo: De Bruyne*



pot (some groups) are sour, add a teaspoon of sugar or a cup of Belgian beer – this will keep them satisfied. If some are not participating/melting together, add some red pepper or a good provocative study visit or keynote speech to give it some character.

5. Finally, put the pot in the oven at a temperature of 175 degrees for 5760 minutes (4 days) and you'll discover that the ingredients together create a whole new flavour of inspiration, thoughts, new ideas and emerging cooperations. You'll have a perfect concoction of warm and spicy, fresh and sour, sweat and salty, which supports the atmosphere and has a positive effect on everyone's temper ♦ positive feedback, happy faces and heart-warming feelings.

Bon appétit!

Enjoy next years' conference in Scotland!

Laila
#loveteamHerita
#unitedindiversity

Laila De Bruyne studied history and cultural management, worked at the University of Antwerp as an education assistant and currently works at Herita, Flemish Heritage Association as an event and sponsoring manager. You can get in touch with her at laila.debruyne@herita.be.



Peter Seccombe
(UK)

General Assembly May 2016

Interpret Europe's members met at the General Assembly – our annual meeting to catch up with the latest news about the association.

Members of Interpret Europe came together for the annual General Assembly meeting at the Mechelen Conference. This is the formal meeting of the Association where members can hear about progress over the last year and review plans for the next. The main items in the meeting were:

- Members approved the actions of the Management and the Supervisory Committee for 2015 and discharged the Management from liability to the Association in connection with the reported actions. This is a requirement of the Constitution.
- Willem Derde formally resigned as joint Manager and was replaced by Sebastian Zoepf who was appointed by the Supervisory Committee for an initial period of one year.
- Changes were approved for the membership fees. While individual membership fees stay at €30, reduced individual fees (€20) will be cancelled and a new category for professional members (€60) will be introduced. Organisation membership fees will go up to €120 and fees for corporate members will be at €120 (up to five employees), €240 (up to 10 employees) and €480 (more than 10 employees). All changes will be valid from 2017 onwards.
- New Supervisory Committee members were elected – Marie Avellino, Darko Babić, Willem Derde, Jose Maria de Juan Alonso and Bill Taylor. Michael Glen, Peter Seccombe, Steven Richards-Price and Marjeta Keršič Svetel all stood down from the committee.

The Assembly heard a report on the Management Plan for 2016 from Thorsten Ludwig, which included a change in the overall strategy for IE in involving members much more in managing the organisation and in researching and delivering projects. Members had already participated in producing the newsletter, coordinating the Facebook site and producing the Trends Analysis, all of which had been achieved with great success.

Michael Glen, who stepped down as Chair, thanked everyone for participating.

Peter Seccombe is Co-Director of Red Kite Environment, an environmental and interpretation consultancy in Britain. Peter was Vice-Chair of Interpret Europe from 2013 to 2016. You can contact Peter at peter.seccombe@redkite-environment.co.uk.

Member Activities

Katja Winter
(Germany)



Sebastian Zoepf
Photo: Bröcker

Bringing IE forward together – an interview with Sebastian Zoepf

In May 2016, Sebastian Zoepf was appointed as one of the Managing Directors of Interpret Europe. What are the motivations and goals that led him to take that role?

Sebastian, you recently joined Thorsten Ludwig as Managing Director of Interpret Europe. What was your motivation behind this step?

The motivation was to reconnect with working on more of an international level. I have already worked in development projects in the Philippines 15 years ago and always felt inspired by the diversity which people from different nations and cultures bring. However, for the last couple of years I have been very much focused on working on a more regional level. Working as a Managing Director for IE gives me the chance to connect again to colleagues all over Europe on a professional level and to exchange ideas as well as to cooperate wherever possible. My personal goal behind all this is to gain experience which helps me to foster sustainable development in rural areas all over Europe – and even beyond. I consider interpretation as one important instrument to achieve this goal.

What competences and experience do you bring to the role of Managing Director?

I have been self-employed for more than ten years, always dealing with the natural and cultural heritage of the UNESCO biosphere reserve, Spreewald in Germany. During this time, I have set up two enterprises; one in the field of education for sustainable development and one in tourism. In both enterprises heritage interpretation plays a key role in raising people's awareness for the value of the regional heritage.

I have also been involved in several projects, such as ParcInterp, in which I have worked as an interpretive trainer. Moreover, I am familiar with working in an association, having worked on the executive committee of an association before. All combined, I bring a wide range of experience in the field of management and finance. Together with my long-standing practical experience and professional involvement in heritage interpretation, this will be an enrichment for IE.

In your opinion, what are the great opportunities for the development of IE within the next five years?

IE can connect a large number of practitioners as well as stakeholders in the field of heritage interpretation. The big chance of IE is to become the number one professional action and exchange platform for all European interpreters. IE allows all these people to connect, to exchange ideas and to represent their interests at a European level. In this way, IE can increase the importance of one single person on a local level and make his/her knowledge available on an international level.

In addition, I think IE has enormous potential to become a key player in maintaining Europe's natural and cultural heritage, through extended cooperation with tourism businesses, those delivering formal and non-formal learning and regional development.

What would you like to achieve for IE in the near future?

During my managing era, one of the first things to focus on will be to further profession-

alise the internal structures of IE so that we can smoothly handle the ongoing increase in members. This means, for example, to improve our membership database and back office software. In addition, the further involvement of our members as volunteers for specific tasks and projects will be a great achievement for the near future and the long-term implementation of our strategic goals.

What's your personal wish for the near future of IE?

I see IE as an international platform for personal and professional exchange. The central idea behind this is on-going exchange and cooperation on an international level – all over Europe and beyond. That's what the original idea of Europe is all about.

IE provides the ideal opportunities for this kind of exchange and cooperation: We act from the basis of focusing on local levels of all kinds and connect on an international level in order to make our local voices heard. Therefore, my wish for the near future of IE is to have more and more members being willing to bring in their competences and knowledge to cooperate with the Management in order to move IE one big step forward.

Thank you, Sebastian.

You are welcome!

Katja Winter is a freelance consultant, running courses as a trainer in Germany and currently working in a regional EU LIFE project. You can get in touch with her at Katja_Winter_LIFE@gmx.de.

Sebastian Zoepf is Managing Director of Interpret Europe. He is the founder of Spreescouts and of the Spreeakademie, two enterprises in the German Spreewald Biosphere Reserve, close to the Polish border. You can contact him at zoepf@spreescouts.de.



Stimulating the growth of our network

Interpret Europe has an ambitious goal. From 2016 to 2020, it would like to become independently supported by its members. To make the network more dense while keeping membership fees low, many members are needed.

Do you remember? We agreed to double our membership this year in order to expand our network and to take one step forward towards financial independence. This means that we need 210 new members in 2016.

We are on a good path. As a result of several initiatives, 113 new members have joined since January. However, we will have no strong attractor like our international conference during the second half of the year, and therefore the next months will become more challenging.

To achieve our goal, we still need 97 more members in 2016. We could achieve our goal rather quickly if each member of Interpret Europe could successfully stimulate just one individual, one organisation or one enterprise to join. Look around in your countries:

- Who is an active guide, writer or planner in the field of heritage and might like to get in touch with other colleagues from all over Europe?
- Is there an organisation that could be interested to widen its scope across national boundaries and to gain inspiration from new solutions from abroad?
- Are you cooperating with suppliers who might like to extend their market and improve their products considering the experience of interpreters from 40 countries?

All who were in Mechelen felt the heartbeat of Europe and the value of our European network. Word-of-mouth is the best way to communicate that value and to encourage

Thorsten Ludwig
(Germany)

more people to join and to share.

Thorsten Ludwig is one of the two Managing Directors of Interpret Europe. Since 1993, he runs Bildungswerk interpretation in Germany, providing interpretive training, planning and consulting. You can get in touch with him through tludwig@interpret-europe.net.



Maurilio Cipparone
(Italy)

Roots of the future – children sharing their park

‘Roots of the future’ is an environmental education and active citizenship programme. It invites young students from neighbouring communities to take ownership of a protected area and to share its natural and cultural heritage.

The programme was launched by the Roffredo Caetani Foundation in January 2016. It is led by Maurilio Cipparone and managed with the help of a team of interpreters and environmental educators, mostly belonging to CURSA, a consortium of universities and experts in interpretive training.

*Roots of the future
Photo: Tavone*



Roots of the future is a “strategic in nature” programme. It begins by involving children from the communities of seven small towns and teaching them to become Piccole Guide di Natura e di Cultura, supported by their teachers, families and lovers of the Pantanello Park, a small but important protected area, next to the world renowned Garden of Ninfa. They are introduced to the park’s flora and fauna, and given field experience and lessons in practical observation, helped by the interpreters to learn how to interpret the biodiversity and the cultural values of the park to their parents, relatives and other students.

The idea is prevalent in other Italian parks and borrows to some extent from the work of the National Park Service in the US, which seeks to qualify young people, after about a year of induction, as ‘Junior Rangers’. The Pantanello initiative, sponsored by the Foundation, is unique in Italy in the sense that the children will share responsibility for developing the programmes and thus pass on their knowledge and experience with enthusiasm, not only to succeeding generations but also to peer groups and family members.

Pantanello (the Italian word for little swamp) is an extraordinary setting for an extraordinary initiative: it was a 100 hectare farm, but pastures and cultivated fields have been replaced by the historical landscape of the plain, reclaiming marshes, little ponds, creeks and woods. The young heritage interpreters who have been involved in this first year of the programme have numbered 1,408, with 80 teachers: a week of “graduation ceremonies” was carried out at the end of the school year. Every day, about 300 young

guides have led their audiences, about 600 visitors divided in groups, to discover and to interpret the nature of the park along several nature trails.

New knowledge, new attitudes, improved competencies are the results assessed by the teachers. Enthusiasm, joy, participation may be the keywords of the evaluations made by the parents and the other people involved. Hope, to find support and resources to go on and to continue with this adventure, is the keyword of the involved team of interpreters and educators...

Information and images about the project may

*Roots of the future
Photo: Tavone*



be found on Facebook

<https://www.facebook.com/Parco-Pantanello-451260881678597/> and on <http://www.fondazionecaetani.org/index.php>.

Maurilio Cipparone is Board member of the Roffredo Caetani Foundation, founding member and former Vice Chair of Interpret Europe's Supervisory Committee. You can contact him at maucip@me.com.



Thorsten Ludwig
(Germany)

Trail of change: natural heritage interpreted by locals

Planning an interpretive trail might be an almost standardised process. However, planning an interpretive trail together with local people is something else. Whenever you have the chance to do so, take it!

Our task sounded fairly common. At the River Rhine, close to Düsseldorf, an old dam had been cut twice to recreate a wetland habitat. The idea was to allow the water to flood into the plain and to flow out again 2.5 km downstream. Each cut was spanned by a bridge and the length of the dam between the bridges should become a 2.5km long interpretive trail.

Panel showing the area
Photo: Ludwig



Visitor studies showed that 77% of the people walking that dam were repeated visitors, most of them residents. We initially assumed they might read any panel just once and that it would interfere with their enjoyment of future visits. Furthermore, opening the dam was controversial and panels could be seen as propaganda resulting in vandalism. However, funding had already been provided and so we had to think how to create a trail which would meet those challenges.

We suggested three workshops with residents (1) to train them in basic interpretive skills, (2) to ask them how they would like to see the area, and (3) to let them come up with their own suggestions. About 30 locals signed in and at the top of their wish list were – benches. The wish for interpretive media was rather limited. Asked for an overriding theme, they felt that “change” played a significant role along that dam – in nature as well as for the people living nearby. So “Trail of Change” became the title of our project.

Anyway, we now had to focus on benches. Examples from Scotland proved how well messages work on backrests, and participants felt that using that approach would be a nice idea. Another idea was to use temporary installations. This resulted in simple text panels which could be easily replaced by our client and also temporary audio recordings where residents could share their own experiences (e.g. as children at that very site), or where immigrants living nearby could tell what “change” means to them. Furthermore, we planned almost blank panels with markers attached where visitors could describe their own observations.

Bench saying up and down
with a story about flooding
available to play on mobile
phones
Photo: Ludwig



The workshops started in early 2014 and the trail opened in spring 2015. Our client was more than happy with all our wayside exhibits – except the panels to be filled by visitors which were soon covered with graffiti. However, considering that vandalism was an issue in that special area, we were pleased that almost all graffiti was limited to the panels meant to be filled – and that especially teenagers actually used that space in nature for exchange.

In autumn 2015, Cologne University did an evaluation showing a significant increase in visitor numbers, especially from abroad. Interpretive media received very positive feedback, serious vandalism was close to zero. 60% out of 600 interviewees said they learnt something new, and 90% said tax payers' money was well invested. Although the term “interpretation” is not common in Germany, another town immediately asked for an offer to create their own “Interpretationspfad”.

Our experience of planning that trail together with residents was absolutely positive. We felt that participation was key – and that it paid off for everyone.

The Trail of Change was part of “Auenblicke”, a project co-funded by the European Union. If you would like to know more about that project, go to www.auenblicke.de/web-site/index_e.html.

Thorsten Ludwig is the owner of Bildungswerk interpretation, a consultancy founded in 1993 and dedicated to interpretive training and planning. Since 2015, he is Managing Director of Interpret Europe. You can get in touch with him at Th.Ludwig@interp.de

Residents during a planning workshop

Photo: Eva Baenisch



John Boeren
(Netherlands)

Genealogy: heritage interpretation on a micro level

When people undertake a trip to the country of their ancestors, it becomes even more meaningful when they have personal information about places that were important for their family. Genealogy helps to provide such information.

According to the Association for Heritage Interpretation (AHI), interpretation “enriches our lives through engaging emotions, enhancing experiences and deepening understanding of people, places, events and objects from past and present.” (www.ahi.org.uk 2016) This is exactly what I do as a professional genealogist: I help my clients understand their past. As a genealogist I no longer search for names and dates only, I am looking for stories:

- Who were our ancestors?
- Where and how did they live?
- What kind of work did they do?
- What happened in their lives?
- Were they involved in historical events?

The answers to these questions do not only help people understand the life of their ancestors, they even help them understand who they are and why they do things the way they do them. Understanding their past is part of shaping their identity.



Genealogy and cultural heritage meet when people want to visit places that were important in their family history. Roots tourism is increasingly popular. And information about their ancestors makes a trip more meaningful. Let me give an example. I am currently working for a client in Australia. He and his 77-year-old father planned a visit to Amsterdam, where their (grand) father was born in 1889. They could have visited the city: see the canals, the old houses and churches, visit the mu-

Amsterdamsche Huishoud-
school
Photo: Boeren



seums. I am sure they would have had a lovely time. But they wanted to know more about their family history: where was the (grand) father born? What school did he attend? And where did his siblings live? My research revealed the exact address of their (grand) father's birth house: Nassaukade 333. I found out that he studied at the 'Amsterdamsche Huishoudschool' to become a cook. Both buildings still exist and are located close to the famous Vondelpark. With this information they were able to visit 'their' house and the school.

When I sent my research report, which included images of birth and marriage records, photographs of the house and a couple of newspaper clippings, I received an email from my client. He wrote: "You have far exceeded our expectations. I know our journey will be all the more meaningful for us both due to your hard work. The report is not great, it is amazing! When I shared the information and the images with my father, he shed a tear. A rarity, indeed. Thanks so much again, John!"

At the time of the Interpret Europe Conference in Mechelen, father and son arrived in Amsterdam. Two days later they stood in front of the actual house. That evening, I received an email with a picture and only three words: "Terrific day, thanks".

Where most heritage interpreters need to develop educational activities for bigger audiences, I often deal with only one person, my client, or maybe a family. The conference in Mechelen gave me the idea that genealogy can be seen as 'heritage interpretation on a micro level'. Please let me know what you think of this idea.

John Boeren is an independent professional genealogist. His business Antecedentia (www.antecedentia.com) is based in Tilburg, the Netherlands. You can get in touch with him at research@antecedentia.com.



Valeria Klitsounova
(Belarus)

First Interpretive Guide Training in former Soviet Union countries

Training in "Heritage interpretation in green tourism" was held in the Berezinsky Reserve (Belarus) from 20-24 June 2016 for the first time in the Russian-speaking territory. The training was based on the HeriQ manual.

The training was arranged by the Belarussian Association, Country Escape, within the framework of the initiative "Ecotourism in Berezinsky Biosphere Reserve: innovative approaches, partnership models, 'green' consciousness" of the EU/UNDP project "Supporting the transition to a green economy in the Republic of Belarus". The training was based on the HeriQ manual and was conducted by Thorsten Ludwig, Managing Director of Interpret Europe.

Participants of the training were mostly young eco-tourism professionals from environmental agencies, national parks and reserves who wanted to become advanced green guides. During five days, participants practiced discovering the meaning and theme of "phenomena", using props sparingly, evaluating an interpretive walk, changing formations, playing different roles and even making posters. In Thorsten's opinion, the Belarussian group was active and open-minded to using new techniques, including the heritage interpretation creative methods.

Everybody was particularly impressed by the night interpretation performed during the evening programme. Bolotnik (a Belarussian bog spirit) surprised and amused guests by his sudden appearance and outstanding presentation. The aroma of tea with herbs,

Night interpretation with
bolotnik
Photo: Melnikova





guitar songs in different languages, magic candles floating in glass stands in the forest in darkness created a very special atmosphere of unity between humans and nature. Each participant had to find a phenomenon nearby in the forest which touched his/her soul and to reveal its sacred, profound meaning. The candles and a thought-provoking note helped visitors to look at it with different eyes.

According to the feedback, participants have had great opportunity to use and develop new tourist products based on new knowledge and the tools they developed from the training.

Searching for meaning in a museum environment
Photo: Melnikova

"Now it is impossible to continue with the tours by old methods because I have so many new ideas and themes for Berezinsky" (Elizaveta Sidorenko, tourism specialist of Berezinsky Reserve).

"I turned from a scientist to a romantic person" (Ivan Tesul, specialist of the Braslav Lakes National Park).

"We learned how to find meanings of the phenomena which hides a lot of secrets, mysteries, surprising and sometimes unexpected revelations" (Anastassia Reshetnikova, teacher of University).

"Each flower, stone or tree were filled with new meanings and started to be brightened by new colours. Only this way of transferring information could allow visitors to reach harmony with nature. This is the connecting link which will be the integral part of my life from now and forever" (Eygeni Shevchik, specialist of Aziory Reserve).

Participants have decided to form a network of nature interpreters and develop this concept in Belarus.

Dr. Valeria Klitsounova is Chair of the Board of the NGO "Country Escape" and Associate Professor of the Belarusian State University. She is the author of the very first book on interpretation in Russian "Heritage interpretation in tourism: new approaches in experiencing the economy era". She is an NAI and IE member. You can get in touch with her at lera.greenbelarus@gmail.com.

Discussing a phenomenon in a forest
Photo: Melnikova



What's Going On Elsewhere

Sneška Quaedvlieg-
Mihailović
(Serbia/
The Netherlands)

Europa Nostra's European Heritage Congress 2016 in Madrid

This year, Europa Nostra's European Heritage Congress took place in Madrid and brought together hundreds of heritage stakeholders and interested citizens to celebrate outstanding heritage achievements and highlight the importance of safeguarding Europe's cultural heritage.



European Heritage Awards
Ceremony 2016, Zarzuela
Theatre, Madrid
Photo: Quaedvlieg

Hundreds of heritage professionals, volunteers and supporters from all over Europe came together in Madrid from 22 to 27 May 2016 for this year's European Heritage Congress to promote heritage achievements and discuss ways to further protect Europe's cultural heritage. High-level representatives of EU institutions, Member States and this year's host country, Spain, joined the celebration of cultural heritage, which is organised annually by Europa Nostra, the pan-European federation of heritage organisations.

Taking place shortly after the European Commission's announcement to hold the European Year of Cultural Heritage in 2018, the Congress also provided a unique platform for all participants to discuss

how civil society organisations like Europa Nostra could help make this Year a success. "At a time when the European Union is confronted with many political, economic and social challenges, this initiative has a very special meaning. Cultural heritage, indeed, connects people across generations and across borders, generates economic growth and fosters social inclusion. Europa Nostra is fully committed to contributing to the implementation of this momentous Year with expertise and creativity", affirmed Europa Nostra's President Plácido Domingo.

The absolute highlight of the Congress was the ceremony of the EU Prize for Cultural Heritage / Europa Nostra Awards that was held in the historic Zarzuela Theatre in Madrid on 24 May. This year, 28 winners from 16 different countries were rewarded for their outstanding achievements in the categories of conservation, research, dedicated service and education, training and awareness-raising. Tibor Navracsics, EU Commissioner for Culture, and Maestro Plácido Domingo, President of Europa Nostra, who co-hosted the ceremony, presented the seven Grand Prix winners from Bosnia and Herzegovina, Finland, Greece, Italy, Serbia and the United Kingdom, showcasing the diversity of Europe's cultural heritage. Both a prestigious Grand Prix and the Public Choice Award was given to the rehabilitation of The King's Little Pathway in Malaga, Spain.

As the Congress also coincided with the 40th anniversary of Hispania Nostra, the host country had many reasons to celebrate its rich cultural heritage. The day before the awards ceremony, a special photo exhibition dedicated to all the Spanish winners of the European Heritage Awards since their creation in 1978 was opened by H.M. Queen Letizia of Spain, Honorary President of Hispania Nostra, at the College of Architects in Madrid.

Heritage experts and professionals as well as volunteers and officials from Spain, Europe as a whole and Latin-America discussed 'Social participation in heritage protection' during a full-day forum on 25 May. Europa Nostra's General Assembly subsequently adopted the Madrid Manifesto which calls for reinforcing civil society organisations as actors of heritage protection.

Besides celebrating heritage achievements, the European Heritage Congress provides an excellent opportunity for stakeholders from the wider field of cultural heritage to engage in lively discussions, exchange best practices and network with colleagues from across Europe. Save the dates for the next congress taking place in Turku, Finland, in

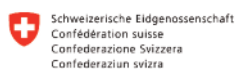


June 2017 and for our Cultural Heritage Summit in Berlin in May/June 2018. We are looking forward to seeing you there!

Sneška Quaedvlieg-Mihailović is Secretary General of Europa Nostra, the citizens' movement for the safeguarding of Europe's cultural and natural heritage. You can reach her at Europa Nostra's International Secretariat in The Hague, The Netherlands: info@europanostra.org.



Petra Černoušková
(Czech Republic)



Geoadventures: a conference report

On 26-27 May 2016, experts from the Czech Republic, Iceland, Norway, Germany and Switzerland shared their experience for heritage interpretation as an added value for Geoparks, regarding management, regional development and tourism.

The Ralsko Geopark (Czech Republic) organised the international conference, Geoadventures, which opened a discussion on innovative methods of heritage interpretation, geoguides, development of nature tourism products as well as the issues regarding management and financing of geoparks, international networking and a contribution of geoparks for sustainable regional development and tourism. Speakers were representatives of European and Czech geoparks, representatives from the regional and local governments and more experts on the topics of discussion.

The discussion regarding contribution and added value of geoparks for regions and tourism confirmed that geoparks have a significant potential. They provide a way to strengthen regional development and tourism whilst ensuring the protection of natural and cultural heritage of their area. They present a message to future generations about the area and life of the ancestors there. They also help local people connect with the area by showing them what they can be proud of and why.

Although geoparks bring opportunities and impulses for local business activities, their sustainable development cannot be made without support from regions and municipalities. The experience in the geoparks differs between parks and it is influenced or determined by impulses which led to the establishment of a geopark, for example availability of funding or municipality support. The support usually consists of regular funding for the operation of a geopark and/ or for its projects. The grants from national and transna-



Dominik Rubáš speaking about the geology during the excursion to the Ralsko Geopark
 Photo: Sylvie Abbasova-Geopark Ralsko

tional programmes are the second significant resource of finances for geoparks. Moreover, the transnational programmes develop transnational cooperation and networking, a valuable inspiration and fresh impulses for geoparks.

The panel on heritage interpretation brought a fruitful discussion, mainly on modern technologies and their pros and cons, which concluded with a consensus that modern technologies should be used in a carefully considered way to ensure both that potential visitors are attracted and motivated to visit from a digital pre-visit experience (marketing, website, schools outreach, etc), and to maximise the physical experience of those on site in the geopark, allowing for increased access whilst not diminishing the real experience (i.e. to augment the history of the site or to engage physically challenged visitors

with views that they may not otherwise be able to experience). Without any doubt, the modern technologies are a suitable tool for interpretation of complex, long-lasting and invisible geological processes. As another method of interpretation which can be engaging and expressive, land-art was introduced; but it was found that it is necessary to work closely with land-artists and spend time to explain the topic for the work to them to get the best collaborative results. The conference concluded with an excursion which showed the participants examples of the Ralsko Geopark interpretation topics.

The conference, Geoadventures, was the final event of a Swiss-Czech cooperation project with Geopark Sardona and HSR University in Rapperswil. The Swiss experience helped the Ralsko Geopark to pass the certification and to become a national geopark of the Czech Republic. Within the project, main topics and messages for the interpretation were formulated and implemented into a common strategy. The strategy is supplemented by an interactive map presenting places of interest in the geopark to the visitors.

The conference was supported by grants from the Fund for bilateral cooperation on national level in the EEA and Norway funds 2009 – 2014 and the Swiss-Czech Cooperation Programme. It was followed by the land-art festival Transformation in Geopark Ralsko, which brought the abandoned village, Jabloneček, back to life for a day. The remembrance of the landscape and moments from history were portrayed by land-art works of Czech and German land-artists and displayed in the village.

Petra Černoušková works as a project manager for the Ralsko Geopark in the Czech Republic (www.geoparkralsko.cz). You can get in touch with her at petra.cernouskova@geoparkralsko.cz.



Nicole Deufel
 (UK)

Can culture help to integrate refugees and migrants?

A recent structured dialogue with the European Commission on the role of culture in including refugees and migrants highlighted issues with simplistic segmentations of groups and promoted an integrative approach that creates shared space.

On 14 and 15 July 2016, I represented ICOMOS' International Scientific Committee on Interpretation and Presentation of Cultural Heritage Sites (ICIP) at the Voices of Culture Structured Dialogue between the European Commission and the cultural sector in Brussels. The topic was the role of culture in the inclusion of refugees and migrants. This topic had been chosen by Europe's civic society in response to the current refugee crisis and as such reflects the desire for cultural actors to contribute to social challenges in our contemporary societies.

Over 200 organisations from across Europe had applied to participate. Of these, thirty organisations were invited, of which the majority were from the arts. ICOMOS ICIP was the only interpretation-specific organisation, and the only representative from the heritage (as opposed to the museum) sector. This is insofar interesting as it suggests that the role of heritage in integrating refugees and migrants may have less profile. The separation of culture and nature was also noticeable, as there were no participants from

the natural heritage sector.

The dialogue began with a very helpful examination of terms. Based on participants' own practice of and experience with working with refugees and migrants, the terms 'participation' and 'integration' were preferred to 'inclusion', as long as they were understood as two-way processes that acknowledge cultural expression as a fundamental human right. This consequently also requires that the necessary conditions for cultural expression are created through policy and practice. An example mentioned was that of a 'third space', in which identities are collaboratively created by diverse groups of 'natives', refugees, and migrants. This integrative approach, which mixes rather than singles out groups, and fosters shared identities rather than reinforcing separate ones, emerged repeatedly as good practice on such varied discussion points as success factors for projects and influencing policy.

The terms 'refugee' and 'migrant' were also critically examined. The transitory nature of (legal) status was highlighted, and with it the changing needs and requirements of the people concerned. The group was particularly cautious about applying the term 'migrant' indiscriminately, noting for example the difference between forced and voluntary migration. Uncertainty about the future was identified as a key challenge both for people and projects, as well as society at large. The consensus was that people must be given an opportunity to participate independent of likely duration of stay.

The group noted that the above required flexibility of cultural projects, without knowing in advance the outcomes. Success can therefore not be evaluated on the basis of pre-determined indicators, but must emerge from participants' feedback.

Overall, the group saw culture as a universally shared human trait with transnational similarities that are able to facilitate contact and exchange in a safe environment. Projects were noted for their ability to make visible need and bring together decision-makers and those impacted by policies. This gives culture a key role in influencing policy.

Recommendations to the European Commission are now being collated and will be discussed with Commissioners in September.

Nicole Deufel is Vice President for Policy for ICOMOS ICIP. She holds a PhD in Heritage Studies and is currently a heritage consultant in the UK. You can contact Nicole at nicole@nicoledeufel.com.



Results from the recent ICIP survey on the Ename Charter

This article shares the results from the 2015 survey on the ICOMOS Charter for Interpretation, which identified whether its definitions, objectives and principles were seen as relevant, and whether any required further clarification.

The survey did not require respondents to be members of ICOMOS ICIP (the International Scientific Committee on Interpretation and Presentation of Cultural Heritage Sites), or to have been familiar with the charter prior to filling in the survey. However, respondents were asked to review the charter before participating.

Archaeology was the main activity for the single largest group of respondents (n=100). Only 23 respondents specified their main activity as interpretation.

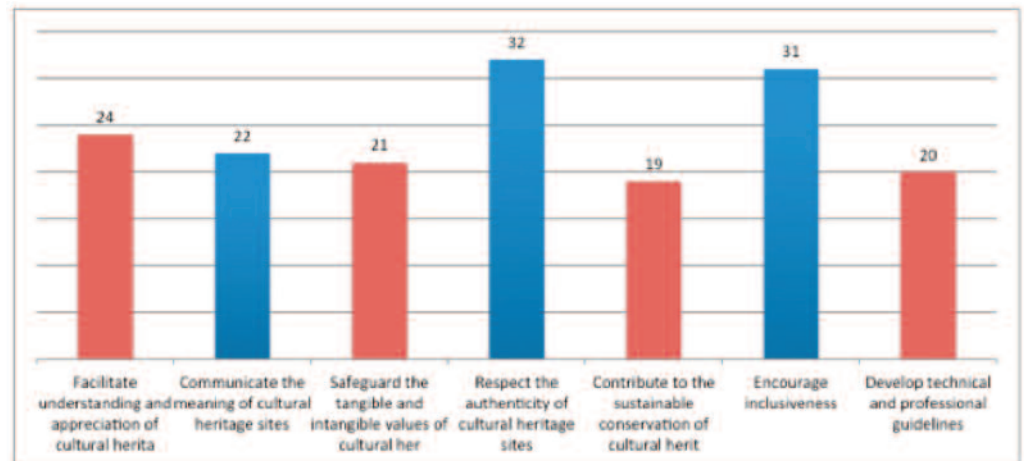
Lack of familiarity with the charter emerged strongly from the survey. 51% of respondents were not at all familiar with the charter. Only 12% respondents indicated being 'familiar enough' with it, and 9% of respondents were 'very familiar'. The majority of respondents (77%) had not used the charter previously.

The majority of respondents found that the definitions used in the charter were clear. Some felt that 'interpretation' and 'presentation' overlapped. While some reasserted Tilden and his definition of interpretation, others felt that the charter was not progressive enough in its understanding of heritage and communities/community values.

Nicole Deufel
(UK) and
Sue Hodges
(Australia)

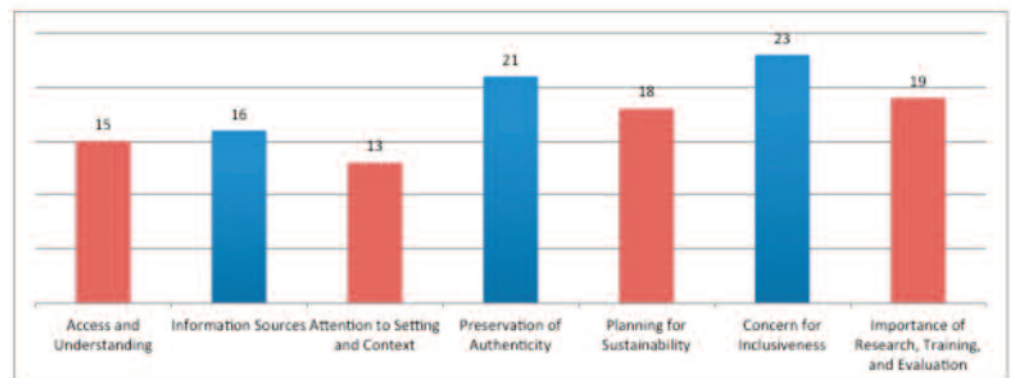
The majority of respondents felt that the individual objectives of the charter were either 'relevant' or 'very relevant' to their professional practice. The objective emerging as least relevant was to develop technical and professional guidelines. The most relevant objective appeared to be to 'facilitate understanding and appreciation of cultural heritage sites', which 94% of respondents found either 'relevant' or 'very relevant'. The objective to 'communicate the meaning of cultural heritage sites' appeared the second most relevant.

The following chart shows the responses of the 96 respondents who indicated which of the charter's objectives would benefit from further clarification and guidance. None of the objectives were marked by more than a third of respondents, indicating broad satisfaction with the clarity of the objectives as they are.



The majority of respondents also found that the principles of the charter were relevant. The least relevant principle appeared to be 'Concern for Inclusiveness'. This was followed by 'Preservation of Authenticity'. The most relevant principle appeared to be 'Access and Understanding'.

The following chart shows the responses of the 49 respondents who indicated which of the charter's principles would benefit from further clarification and guidance. This response rate is too low to make analysis of percentages useful.



Respondents were asked to specify any elements they felt were currently missing from the charter. Only technology (use of/role), authority, and reconstruction were mentioned twice. All other responses related to unique concepts.

Respondents were asked to rank what should be ICIP's priorities for the next three years. 'Raising awareness of the charter' emerged as the first priority, followed by 'develop operational guidelines'. The third priority was 'Strengthening ties with other professional heritage organisations worldwide'.

The survey has informed ICIP's strategy, which will now be implemented over the next two years. Beside the above priorities, the committee will also work on guidelines for inclusiveness and authenticity, as well as technology. Thank you to all IE members who participated in the survey.

Nicole Deufel is Vice President for Policy for ICOMOS ICIP. She holds a PhD in Heritage Studies and is currently a heritage consultant in the UK. You can contact her at nicole@nicoledeufel.com. Sue Hodges is President of ICIP and Managing Director of SHP (Sue Hodges Productions Pty Ltd). You can get in touch with her at sue@shp.net.au.



Kaja Antleij
(Australia)

New Media Consortium horizon report: 2016 museum edition

The report is about trends in using digital technologies in museum education and interpretation. It was conducted by the New Media Consortium (NMC) and Balboa Park On-line Collaborative (BPOC) in collaboration with 40 international expert panel members.

New Media
Consortium
Report 2016



The New Media Consortium (NMC) is a community of universities, colleges, museums, and research centres that promotes and explores use of digital technologies for learning and creativity. The NMC (www.nmc.org) was founded in 1993 by a group of hardware manufacturers, software developers (Apple Computer, Adobe Systems, Macromedia, and Sony) and publishers. The NMC Horizon Project was launched in 2002 and the first report (higher education) was released in 2004. The Museum Edition of the Horizon Reports has been running since 2010. All content is published under a Creative Commons license.

The 2015 report was a great source for the Technological Trends chapter of the Interpret Europe's (2016) European trends and developments affecting heritage interpretation. The last year's report is available via <http://www.nmc.org/publication/nmc-horizon-report-2015-museum-edition/>.

The 2016 report contains 58 pages and is divided into three main topics:

1. Key trends
2. Significant challenges
3. Important developments

Each topic is discussed within three different horizons in terms of time to adoption or solvability (challenges). The content is enriched with numerous successful examples of technology use in museums.

Topics from the 2016 report:

1. Key Trends Accelerating Technology Adoption in Museums

Long-Term Trends: Driving Ed Tech adoption in museums for five or more years

- Cross-Institution Collaboration
- New Roles for Museum Professionals

Mid-Term Trends: Driving Ed Tech adoption in museums for three to five years

- Data Analytics for Museum Operations
- Personalisation

Short-Term Trends: Driving Ed Tech adoption in museums for the next one to two years

- Mobile Content and Delivery
- Participatory Experiences

2. Significant Challenges Impeding Technology Adoption in Museums

Solvable Challenges: Those that we understand and know how



to solve

- Developing Effective Digital Strategies
- Improving Digital Literacy of Museum Professionals

Difficult Challenges: Those that we understand but for which solutions are elusive

- Improving Accessibility for Disabled Populations
- Measuring the Impact of New Technologies

Wicked Challenges: Those that are complex to even define, much less address

- Managing Knowledge Obsolescence
- Privacy Concerns

3. Important Developments in Technology for Museum Education and Interpretation

Time-to-Adoption Horizon: One Year or Less

- Digital Humanities Technologies
- Makerspaces

Time-to-Adoption Horizon: Two to Three Years

- Location Intelligence
- Virtual Reality

Time-to-Adoption Horizon: Four to Five Years

- Information Visualisation
- Networked Objects

The NMC Horizon Report: 2016 Museum Edition can be downloaded as PDF via <http://www.nmc.org/publication/nmc-horizon-report-2016-museum-edition>. Quotation: Freeman, A., Adams Becker, S., Cummins, M., McKelroy, E., Giesinger, C., Yuhnke, B. (2016) NMC Horizon Report: 2016 Museum Edition. Austin, Texas: The New Media Consortium.

Dr Kaja Antlejš is a researcher and designer interested in 3D and other digital technologies in heritage interpretation. She is a Lecturer of Industrial Design at the School of Engineering, Deakin University, Geelong, Australia. You can get in touch with her through kaja.antlejš@deakin.edu.au.



Genius Loci – about the heritage of small European companies

Although small companies often marked the character of whole regions, they tend to be forgotten. Their heritage doesn't seem to be outstanding. The EU project, Genius Loci, intends to focus attention on such small enterprises.

Large industries (such as coal mining, steel and iron works, and huge textile mills) and architecturally exceptional industrial buildings do seem to attract most interest by conservationists, policy makers and the public. However, one has to realise that the European economy always was – and still is – dominated by small companies processing local raw materials, natural resources as well as agricultural crops. They often mark the character of an area and its landscape (as brick yards, retting of flax and hemp...) or they represent long traditions (as local brews, wines, ciders...).

Industrial heritage has to be careful not to focus on the extraordinary but should rather focus on the 'normal', the 'humble'.

Genius Loci is a European project, co-financed by the European Commission under COSME, the programme for the Competitiveness of Enterprises and Small and Medium-sized

Adriaan Linters
(Belgium)

Malt and brewhouse
Photo: Linters





Traditional brick and tile making
Photo: Linters

Enterprises. Its purpose is to draw attention to the heritage of small-scale industrial enterprises, to (re)evaluate their heritage significance and to increase understanding and appreciation by tourists and the general public. The project will try and establish networks and cooperation between sites, museums and traditionally operating enterprises, and develop schemes for the interpretation of these and of their role in the region in which they are situated. Project partners are based in Italy, Spain, Hungary, Malta and Belgium, while E-FAITH (European Federation of Associations of Industrial and Technical Heritage) is offering its expertise and network to the project.

As it is not possible to address the plurality of sectors and crafts together, three themes were defined to start with:

1. the traditional fermented drinks industry (beer, wine, cider...) and the process of distilling strong spirits from these;
2. clay processing industries (bricks, tiles, roof tiles – but also refractory bricks, pottery, drainage pipes, majolica...);
3. traditional textile crafts (hand weaving, lace making...) and the production of traditional European textile fibres (e.g. flax, hemp).

At present a questionnaire is used to produce a gazetteer of sites situated in the member-states of the European Union. A selection of those will receive a free INDUSTRIANA label with QR-code. This will offer passers-by the opportunity to request information via their smart phone, while information and backgrounds will also be made available through a website.

The questionnaire can be downloaded in English, German, French, Spanish, Italian, Dutch and Hungarian from the website www.industriana.eu (go to the 'Genius Loci' tab).

Adriaan Linters is the Secretary General of E-FAITH, the European Federation of Associations of Industrial and Technical Heritage. You can contact him at secretariat@e-faith.org.

Education and Training

Valya Stergioti
(Greece)

A look within the Training Team

Markus Blank, Sandy Colvine, Evarist March, Michal Medek, Steven Richards-Price and Katja Winter, the members of Interpret Europe's training team, share their views on the team's role and its plans for the future.

Markus, you are both a member of the training team and of IE's Supervisory Committee. Taking this into account, how do you see the role of the training team within Interpret Europe?



Since we claim to be the organisation for heritage interpretation in Europe, it is essential to offer professional and standardised trainings especially to our members and it is also a good way to attract more people to become members.

Steven, you are the most recent member of the team. Why did you join?

I was one of the trainers at the recent InHerit Project pilot training courses in heritage interpretation in London and Sabaudia, Italy (the only trainer to participate in both courses) where I got a real buzz from training our enthusiastic participants from all



over Europe. The 'interpretive writing' part of the course in Sabaudia worked well and gave me the confidence that we could produce a training course that will work in our different languages – so I have created a job for myself! At the Mechelen conference I was asked whether I would like to join the team and I said 'yes', so here I am!



Katja, with three different jobs that take up most of your time, you already have plenty to do! So, why offering the few free hours you have to the training team?

To distribute the idea of heritage interpretation it's crucial to connect all over Europe and to train people to spread the idea themselves. Furthermore, I find it a personal enrichment to be a part of this international training team - I like the 'friendship-

like atmosphere' within.

As a team, we wish to organise training courses that will meet the needs of interpretive professionals from all over Europe. Sandy, do you consider this to be over-ambitious as a goal?

Not if we are realistic. We have to listen to people and not think that we have the answers to all their needs. We can glean facts and information to help us from the recent IE trends analysis and practical experience from pilot training exercises in the HeriQ and InHerit European projects. But as the training is essentially tried-and-tested practical exercises, we have seen these can be mastered by guides and other heritage professionals of different nationalities, so we can feel pretty confident that this can be achieved.



We're at the start of a journey in a young and fast developing sector. It's both exciting and challenging and experience up to now shows that there is a real thirst among heritage professionals to develop and fine-tune their interpretive skills.

Evarist, you are an IE Certified Trainer. In the last 2 years, you have already trained more than 45 interpretive guides in Spain. What is, in your opinion, the added value they gain from IE's Guides course?



In general the participants – even the most experienced ones – like having to follow an easy structure of how to organise an interpretive talk, walk or of how to evaluate their work. At the same time, they assess the tools offered as very practical and very simple to understand. Finally, the participants appreciate how hands-on this course is, since more than 70% of it covers field exercises, practicing what they have learnt in theory.

Furthermore, in my courses, thanks to my professional experience as a nature guide, I include some practical demonstrations of what I'm explaining, so that they have clear references on how this method is applied.

In few weeks, the first international guides and guides trainers course is going to be co-organised with SIMID and you, Michal, play a crucial role as our host at Kapraluv mlyn. What do you expect that will come out of this experience?

Just the very fact the courses are taking place in the Czech Republic raises awareness about heritage interpretation. I feel high potential of the field in the new EU member states as vast sums are being spent on heritage interpretation projects, often without proper interpretive planning and adequate softskills development. We see that together with Interpret Europe there is a chance to change it.



Summer courses, great expectations

Just one month to go before the courses for Certified Interpretive Guides (CIG) and Certified Interpretive Guide Trainers (CIGT) begin at Brno; the list of participants is finalized, more or less, and the countdown has begun for all of us.

As for every training event I organise, I find myself thinking about the participants. Who are these people? What do they expect? What is their background? What needs do they hope to cover in this course?

Numbers regarding the course are impressive: 38 people from 17 European countries will meet for one week in the wonderful setting of Kaprálov mlýn to test and improve their interpretive and teaching techniques. Some of them have been members of IE for many years, whereas others just joined so that they can participate in the course. Some are experienced in interpretation and guiding, others less so. Some are dealing mostly with natural, others with cultural heritage in their everyday lives. But they all seem eager to learn, open to new experiences and are ready to make new connections – making IE an even stronger network of interpretive professionals of Europe.

I go one step beyond and ask about their expectations – and these are their replies:



Photo: Catsadorakis

"I expect opening a new way of education that will be inspiring for me not only in my work, but also in my life." Magdalena Kus, Poland

"I would like to learn how to make heritage enjoyable for the visitors, by experiencing it not only by their minds but also by engaging their feelings and senses." Alicja Fischer, Poland

"I wish to learn how to get serious about silly things, how to get silly about serious things. How to keep it short when you could talk for hours, how to say nothing and tell the most. Basically I am expecting a miracle. I want you to challenge me so I can challenge others." Janja Sivec, Slovenia

"For me this will be a great opportunity to improve my skills regarding interpretation, to find out and experience new games, exercises and methods from you and from all the participants." Ioana Popa, Romania

"To learn latest developments in the heritage interpretation field. To get examples of interpretation related to nature protected areas and interpreting controversial issues related to nature. To interpret interpretation. To experience exchange with colleagues that are working in the field of interpretation. To have fun and learn about Czech culture." Horatiu Popa, Romania.

So this is it: a challenge for the training team. A bet for Interpret Europe and SIMID. And a week full of experiences for us all. Will this work? Will these people get not just training but also inspiration? And will we all, on the 20 August, travel back home richer in spirit, friends and professional capacities?

Well, I know that the training team (Thorsten and Steven, Sandy and I) will do our best. And in one month from now we will know whether our great expectations have been met. But this is the subject of another article, in the next IE newsletter... right?

Valya Stergioti works as a freelance interpretive trainer and planner and is the Training Coordinator of Interpret Europe. For more information about the CIG and CIGT courses, please visit: <http://www.interpret-europe.net/top/training/ie-summer-courses-2016.html> or write to: valya.stergioti@interpret-europe.net.

Congratulations to our newly certified guides

Alba Anguera Martinez, Spain
Ramon Bertomeu Navarro, Spain
Cristina Cereza Aubets, Spain
Jordi Colobran Rodríguez, Spain
Natàlia Cot Puig, Spain
Josep Culvi Martin, Spain
Placido Diaz Martin, Spain
Sílvia Garrigós Solís, Spain
Ester Lamora Font, Spain
Alejo Millet Sargatal, Spain
Monfort Morillo Martí, Spain
Antoni Nieves Castro, Spain
Alba Novás San Vicente, Spain
Salvador Puigmartí Puig, Spain
Haran San Vicente Estomba, Spain

Funding

Dorothea
Papathanasiou-Zuhrt
(Greece)

Current opportunities from European funding programmes

The Danube Transnational Programme

The second call for the Danube Programme is expected to be launched at the end of 2016 or the beginning of 2017.

The programme strengthens joint and integrated approaches to preserve and manage the diversity of natural and cultural assets in the Danube region as a basis for sustainable development and growth strategies. Moreover, the programme is envisaged to invest in the creation and/or maintenance of ecological corridors of transnational relevance in the Danube region. This intervention is directly interlinked with water management and the control of environmental risk factors, such as flood risks. Furthermore, disaster prevention and disaster management (risk management) is addressed in relation to risks that are caused by non-functioning ecosystems and man-made changes in climate conditions.

The specific objectives covered by Priority 2 are:

- Strengthen transnational water management and flood risk prevention
- Foster sustainable use of natural and cultural heritage and resources
- Foster the restoration and management of ecological corridors
- Improve preparedness for environmental risk management

The total budget for Priority 2 is: €83,423,830. You can find further information at: <http://www.interreg-danube.eu/relevant-documents/>

Creative Europe

There is an open call for expressions of interest for the establishment of a pool of experts to potentially become members of the Panel for the EU action "European Capital of Culture". Interested experts are invited to send their application at any time before 31/12/2020.

You can find further information at: http://ec.europa.eu/culture/calls/general/2014-eac-14_en.htm

Horizon 2020

CULT-COOP-03-2017: Cultural literacy of young generations in Europe

Cultural diversity is one of Europe's most valuable assets and European educational and cultural systems need to cater for diversity and enable all citizens to build the skills and competencies needed for effective inter-cultural dialogue and mutual understanding. The challenge is about understanding how young people make sense of Europe and its differing cultures. The influences on young people are wide ranging, including formal education, family and cultural background and media. The aim is to gain a greater understanding of cultural literacy itself as a non-normative concept covering relevant culture-related knowledge, skills and competencies and how young people in particular acquire it.

The research to address this challenge should focus on one or two dimensions that have to be comprehensively addressed. The research may also cover other issues relevant for addressing the specific challenge.

1. Promoting cultural literacy through formal education

Research under this topic should address concepts of cultural literacy by performing a comparative analysis of cultural literacy of young Europeans of diverse origins and backgrounds as well as their inter-cultural competencies. It should address the role of formal education regarding knowledge, skills and competencies needed for effective inter-cultural dialogue and mutual understanding as well as for becoming informed and responsible users and producers of the European cultural heritage and culture. It should study whether "European culture" as a possible common set of cultural and conceptual models is emerging for young generations. It should pay particular attention to early childhood (pre-primary), primary and secondary education, due to their importance in building cognitive, emotional and civic bases and study also how cultural literacy developed in formal education influences, actual attitudes and behaviours of young people.

2. The role of non-formal and informal education and other factors in the development of cultural literacy

Based on a comparative analysis of cultural literacy of young Europeans of diverse origins and backgrounds as well as of their "inter-cultural" competencies, research should investigate the role and impact of informal education in the broadest sense, by family, gender, communities of origin, peer-groups or society at large on the development of cultural literacy. Representations of culture and the role of the internet, social and digital media in the development of cultural knowledge and skills should equally be investigated, as many ideas related to issues of cultural diversity, popular culture, ethnic groups, minorities, discrimination and segregation are conveyed by such media. Research should identify successful actions that have already proven to have improved cultural literacy and awareness in order to provide recommendations on best practices and make suggestions on how informal forms of education can contribute to enhancing the level of cultural literacy among the young.

The European Commission considers that proposals in the order of €5,000,000 would be considered sufficient to address the challenge, but requests for other amounts for contributions from the EU may also be considered.

Expected Impact: Research under this topic will contribute to better understanding and enhancing cultural literacy for the young generations, which will lead to greater appreciation of diversity. Moreover, it will contribute to reinforcing demand for sustainable and creative uses of European cultural heritage. The research will involve policy-makers, stakeholders and educational practitioners for the development and uptake of teaching material and tools both for formal and informal education. This will also include testing innovative practices for enhancing cultural and inter-cultural competencies in their real-life context making reference also to the fight against stereotypes.

Type of Action: Research and Innovation action, opening: 04 Oct 2016, deadline 02 Feb 2017

You can find further information at:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/calls/h2020-sc6-cult-coop-2016-2017.html>

Mediterranean Sea Basin Programme

The overarching objectives of the MED programme are to promote economic and social development and to address common challenges for the environment in countries in or around the Mediterranean Sea. Eligible countries are Algeria, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria, Tunisia, Turkey and the United Kingdom.

More than €209,000,000 has been granted by the EU for the period 2014-2020. The call will address standard projects and be open to the four thematic objectives and 11 priorities of the Programme. The four thematic objectives are:

1. Small and medium-sized enterprises development
2. Support to education, research, technological development and innovation
3. Promotion of social inclusion and fight against poverty
4. Environmental protection, climate change adaptation and mitigation

There are three types of projects possible: standard projects, strategic projects and capitalisation projects. Standard projects will have a demonstration character, providing pilot examples in a specific field of expertise, while ensuring networking among relevant stakeholders. Strategic projects will guarantee a deeper focus on emerging needs identified by Terms of References. They will support an extended impact on the selected priorities and a clear contribution to EU and national policies in the region. Capitalisation projects will promote the exploitation and/or widest dissemination of the successful practices and results of previously financed projects.

The first call for proposals will be launched by the end of 2016. You can find further information at: <http://www.enpicbcmmed.eu/enicbcmmed-2014-2020>.

Interpret Europe Announcements

Welcome to our new members

Organisation members

Škocjan Caves Regional Park Public Service Agency, Slovenia
The OTS Foundation, USA

Individual members

Cristina Cereza Aubets, Spain
Joan Padró Casas, Spain
Antoni Nievas Castro, Spain
Vojka Cestnik, Slovenia
Natàlia Cot, Spain
Patricia Duff, Croatia
Haran San Vicente Estomba, Spain
Ester Lamora Font, Spain
Carmen Fortunato, Spain
Hector Galera, Spain
Daniela Gamper, UK
Sílvia Garrigós, Spain
Pavla Glosová, Czech Republic
Nataliia Gudkova, Ukraine
Elisabeth Henrich, Spain
Mukunda Hubmann, Germany
Zuzana Jahnová, Czech Republic
Klaudja Koci, Albania
Ana Perez Lozano, Sweden

Monfort Morillo Martí, Spain
 Josep Culvi Martin, Spain
 Placido Diaz Martin, Spain
 Alba Anguera Martinez, Spain
 Sviatlana Mashchanka, Belarus
 Katarzyna Maziarz, Poland
 Jitka Musilová, Czech Republic
 Ramon Bertomeu Navarro, Spain
 Jeroni Rico Pascual, Spain
 Ageliki Politis, UK
 Ioana Mirela Popa, Romania
 Salvador Puigmartí, Spain
 Marieta Radić, Croatia
 Ivan Razmilić, Croatia
 Nataša Rebernik, Slovenia
 Wolfgang Riedl, Austria
 Jordi Colobran Rodríguez, Spain
 Oriol Miralles Ruich, Spain
 Alba Novás San Vicente, Spain
 Alejo Millet Sargatal, Spain
 Franziska Schmidt, UK
 Filip Skowron, Poland
 Aleš Smrekar, Slovenia
 Per Sonnvik, Sweden
 Olena Tarasova, Ukraine
 Joan M. Vives Teixidó, Spain
 Aneliya Trendafilova, Bulgaria
 Ellen Van de Velde, Netherlands
 Sarah Wendl, Austria
 Xhemal Xherri, Albania
 Aysegul Yilmaz, Turkey
 Daniela Zaec, Macedonia



Welcome to our new coordinators



Nicole Deufel is Interpret Europe's new Research Coordinator. Nicole has had a keen interest in all research relevant to interpretation since completing an MSc in Interpretation Management. She has recently received a PhD in Heritage Studies from University College London. Her doctoral research considered the philosophy and practice of heritage interpretation, using a comparative study of England and Germany.

Nicole first encountered interpretation in the United States, where she worked at a historic property as a tour guide and educator. After relocating to the United Kingdom, Nicole worked on projects raising awareness of diversity and building community capacity, before she re-entered the heritage field as a manager with the National Trust for Scotland.

Nicole subsequently managed a historic house and park in Wales, before becoming Audience Development Manager in a local authority museum service in England. In 2014, Nicole joined a heritage consultancy back in Scotland, where she led on audience research projects, feasibility studies and business planning exercises for clients ranging from local community trusts to national museums. Nicole will shortly return to her native Germany to take up a director post with a local authority museum service.

Nicole is a founding member of Interpret Europe and served on its first Supervisory Committee. Since September 2014, she has been the Vice President for Policy for ICO-MOS' International Scientific Committee for Interpretation and Presentation of Cultural Heritage Sites.



Marc van Hasselt is the new Live Interpretation Coordinator for Interpret Europe.

Marc is a historian based in the Netherlands, who specialised in the Middle Ages but has a passion for heritage interpretation of all periods, specifically live (or costumed) interpretation. He believes the personal contact live interpretation provides, is one of the strongest tools in creating understanding.

After finishing a Research Master's degree at Utrecht University, Marc started work in Archeon, one of the largest open-air museums in Europe. He worked there as an interpreter and historian, but was quickly asked to help with the organisation of events and the management of international projects. The OpenArch project, which ran from 2011 to 2015, introduced him to the benefits of international cooperation in the field of heritage interpretation. He managed Archeon's part in the project and, among many other things, the production of a guidebook on live interpretation.

During the OpenArch project, in 2013, he attended a conference jointly organised by IMTAL Europe and the International Museum Theatre Alliance. Impressed with their work, he joined immediately. In 2015, he was asked to take over the position of Chair on the board of IMTAL Europe. IMTAL organises training sessions and seminars aimed at professionalising live interpretation at heritage sites. They also produce a magazine twice a year filled with articles on live interpretation from all over Europe. Currently, IMTAL and Interpret Europe are looking at how they can best cooperate to spread and professionalise the use of live interpretation throughout Europe.

In March 2016, Marc co-founded Novitas Heritage with his friend and colleague, Joerie van Sister. Together, they advise heritage institutions and organisations on various subjects, specialising in the use of live interpretation. He still works in Archeon regularly, creating new interpretation programmes, giving tours and performing as a gladiator in their Roman arena.

Links:

Archeon: www.archeon.nl

OpenArch: www.openarch.eu

IMTAL Europe: www.imtal-europe.net

Novitas Heritage: www.novitasheritage.com



Dijana Pita da Costa is the newly appointed Social Media Coordinator for Interpret Europe.

Her career includes research in varying fields: archaeological fieldwork, museum education and outreach work, visitor research and evaluation, and social media for heritage and hyperlocal initiatives. She is one of the initiators and editors of a Facebook heritology platform Herit. She also is both the social media and journal editor for Sardinha, a hyperlocal publication about the Portuguese community in Slovenia.

Dijana's early interest in past culture led her in to the field of archaeology, in which she worked in the private sector for several years. At the time, attempts to communicate and interpret archaeology to community groups were almost non-existent and the desire to change the situation has brought Dijana into the field of heritage interpretation. She won a European Social Fund award to do a PhD in Heritology (Heritage Studies) at the Faculty of Arts, University of Ljubljana, Slovenia, in collaboration with the City Museum and Galleries of Ljubljana. Her research focuses on the role of archaeological heritage in museum education programmes, with special interest in the tools, methodology and theories determining how such heritage is being interpreted.

At the City Museum of Ljubljana, Dijana had the opportunity to experience the various fields of work in museums. She first worked in Collections Management, helping with accession registration of museum objects, and inventory and database management. She then moved to work with visitors, working in various roles such as museum guide,

pedagogical instructor, and as Visitor Research Assistant in the Education department. Recently, Dijana has advised on the development of public programmes in the new Anin dvor Museum in her hometown, Rogaška Slatina, Slovenia.

Dijana is also interested in linking the knowledge of academics with the needs of economy. She holds experience in developing and managing projects whereby young heritage graduates enhance their professional skills by collaborating with a partner from industry.



Would you like to be our News Coordinator?

Interpret Europe's News Coordinator will act as the hub where all information on heritage interpretation in Europe comes together. S/he would need to coordinate and extend our volunteer news team to gather, filter, edit and distribute information through our different news channels such as websites, social media, newsmails and newsletters. Some of these channels are quite well developed, others might need new solutions.

We are searching for someone who is interested and experienced enough to meet this challenge and to coordinate our news team on a voluntary basis. If you can see yourself taking on the role of IE News Coordinator, please get in touch with Thorsten Ludwig at: tludwig@interpret-europe.net.

Further Announcements

Vincent Soccodato
(France)



Searching for examples of cultural heritage interpretation involving local communities

As French coordinator of an Erasmus+ consortium, Abbaye aux Dames, la Cité musicale from Saintes, is compiling good examples of interpretive activities involving local communities in cultural heritage interpretation.

A new approach to cultural heritage interpretation is to become more people-centred by having the audience interact with the collections by placing people at the heart of activities and organising an intelligent dialogue between different points of view.

The French Erasmus+ consortium brings together complementary institutions based in Saintes (South-West of France, close to La Rochelle): the city of Saintes (local authority), the Saintes Touristic Information Centre, the Atelier du Patrimoine de Saintonge (local cultural heritage interpretation association) and the Belle Rive social centre.

The objective of this Erasmus+ mobility project in adult training is the identification and the analysis of innovative methodologies and practices in the interpretation of tangible and intangible cultural heritage that involves local people and communities, particularly under-represented groups and non-audiences. The analysis and evaluation of these best practices will help identify new competences needed for the sector and to develop professional skills at the European level. The best practice examples that we are looking for can be digital or non-digital.

If your organisation uses this approach or if you have visited any European institution that has developed similar involving and inclusive methodology, I would be very glad to receive your examples, feedback, evaluation, or comments.

The project lasts until May 2017. Thanks to the support of Erasmus+, and in response to your feedback, my consortium will be very interested to meet you in your country.

The sharing of best practice between European cultural heritage institu-

Abbaye aux Dames
Saintes France 2015 European Heritage days
Photo: Laval



tions will inspire our today life practices. Our future professional meetings and exchanges will be the basis of potential cooperation between our organisations and countries for applications to EU funds (Erasmus+, Creative Europe, etc.) in 2017.

Please send your best examples of cultural heritage interpretation activities involving local communities to Vincent Soccodato at: soccodato@abbayeauxdames.org

For more information concerning Abbaye aux Dames' activities, please consult our website www.abbayeauxdames.org or have a look on Youtube at: <https://www.youtube.com/user/abbayeauxdames>

Vincent Soccodato works at the Abbaye aux Dames, la Cité musicale, Saintes (France) as European projects coordinator. You can get in touch with him at: soccodato@abbayeauxdames.org



Per Sonnvik
(Sweden)

Good examples of digital heritage interpretation

The Swedish Centre for Nature Interpretation is compiling examples of best practice in digital forms of heritage interpretation. Please send us examples of good, fun, interesting, useful digital interpretation that you have seen!



Butterfly trail, Uppsala
Photo: Malmstroem

The objective is to improve digital heritage interpretation and visitor information in Sweden's 29 national parks and 4,000 nature reserves. The examples we look for could be of interpretation about both cultural and natural heritage. By digital heritage interpretation we mean interpretation that is being communicated with the visitor through for example smartphone apps, websites, digital text boards or audio guides driven by solar panels. The interpretation itself could come in many forms, eg. text, pictures, sound, films, games, tasks and augmented reality. Sometimes the visitor starts to interact with digital interpretation before the visit and continues doing so after the visit. All those kinds of interpretation are of interest to us.

Since we are doing the overview with a visitor perspective we are also interested in examples of how digital heritage interpretation can be combined with regional or national information to visitors about how to get to heritage sites, accommodation and restaurants.

It is also interesting to hear if you have got any feedback from visitors about your digital interpretation, for example through comments or evaluations.

Please send your best examples of digital heritage interpretation to Per Sonnvik at scni@slu.se.

Per Sonnvik is working at the Swedish Centre for Nature Interpretation (www.slu.se). You can get in touch with him at per.sonnvik@slu.se.



Search for partners interpreting the Napoleonic period



Sergey Tolstik from Belarus is searching for partners interpreting the Napoleonic period. If you are interested, please get in touch with him at info@bivak.by.

Work placement in furniture restoration?

Maïté Chailleux has a passion for art and furniture restoration and has contacted us in her search for the perfect volunteering position with the European Voluntary Service. Can you help?

Maïté is 24 and lives in France. Brimming with enthusiasm, she graduated in restoration of furniture and works of art and wants to complete an EVS project (European Voluntary Service) in heritage preservation.

The EVS programme is open to young people aged from 17 to 30 and provides volunteering opportunities from two weeks to 12 months in another country in the European Union. Find out more here: <https://www.erasmusplus.org.uk/european-voluntary-service-accreditation-for-youth-organisations>.

Potential host organisations can be non-profit companies and associations (museums, associations, national organisations, etc.) in the field of heritage where she can be involved in a project that might involve restoration, knowledge sharing, showcasing heritage preservation, raising awareness about conservation and learning more about related jobs, etc.

The search starts now for a placement that she could take up in 2017. The host organisation must obtain accreditation from the Erasmus Programme in order for the EVS placement project to be approved. Click on this link for more information on accreditation: http://ec.europa.eu/youth/programme/mobility/european-voluntary-service_en.htm.

To contact Maïté directly, please e-mail her at ma.chailleux@gmail.com.

Upcoming Events

12.08.- 20.08.2016: IE certification courses for guides and guide trainers, [www.interpret-europe.net/top/training/ie-summer-courses-2016.html]
Brno (Czech Republic)

29.08.- 02.09.2016: Eurorural Conference 2016 – European Countryside, [www.arl-net.de/events/5th-moravian-conference-rural-research-eurorural-16-european-countryside-and-its-perception]
Brno (Czech Republic)

12.09.-16.09.2016: European Museum Advisors Conference,
[<http://uk.icom.museum/events/international-events/european-museum-advisors-conference-2016-york-uk/>]
York (UK)

23.09 - 26.09.2016: W Forum Conference 2016 - Transforming the Cultural Heritage Sector, [www.waveahead.biz/#!/networking-events/whxxp] Athens (Greece)

05.10.-07.10.2016: AHI Annual Conference, [<http://www.ahi.org.uk/www/events/>]
Belfast (UK)

Watch out for CHwB Conservation and Interpretation Camps at Cultural Heritage without Borders. [<http://chwb.org/albania/building-conservation-interpretation>]



This newsletter has been produced by Interpret Europe's News Team:

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Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send us a report and some photos for the next newsletter. Please follow the guidelines for newsletter authors at the Interpret Europe website [www.interpret-europe.net/top/news.html]

Deadline for contributions:
Wednesday 31 August 2016

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