



Photo: Kev Theaker

# Newsletter

## Autumn 2016

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# Editorial

Thorsten Ludwig and  
Sebastian Zoepf  
(Germany)

Dear members,

As the cranes assemble around the Baltic Sea to start their long journey across Europe, we reflect on what was a busy summer. While spring saw us focused on our conference, strengthening the relations to our political partners at European level, we used the summer months to improve our representation in single European countries.

In cooperation with SIMID, the Czech Association for Heritage Interpretation, our first international training courses took place in Moravia. Due to a grant provided by the Swiss Government, participants from Eastern Europe received handsome support. As a result, we welcomed members from 16 European countries, and so our courses represented a nice cross-section throughout Europe. From this event, our first certified trainers will now arise to start IE training courses in their own languages.

So far, our training team has run several certification courses for guides, making the training programme our main attractor for new members. Congratulations! If you would like to contribute by organising IE training events, by becoming certified as a trainer or just by participating in a course, please get in touch with the team through [training@interpret-europe.net](mailto:training@interpret-europe.net).

Progress in another area is that our first IE country coordinators signed agreements in order to implement heritage interpretation in their own countries. Europe lives through its diversity and to do justice to that value, we need to communicate in different languages according to different cultures. Our country coordinators can do that better than us. They can act as interpretive agents, winning new members for IE and setting up their own national associations for heritage interpretation where appropriate. We are keen to hear about their experiences, and we will soon seek to offer opportunities for exchange and for support.

There is no rule for becoming a country coordinator. However, country coordinators need to be accepted in their countries and we therefore seek to achieve consent with other members on that role. We like to encourage members to take that responsibility and we will make sure to support that process. If you are interested, please contact us at [mail@interpret-europe.net](mailto:mail@interpret-europe.net).

The cranes travelling through Europe show some endurance through their ability to share their forces and to contribute together. After this summer, we have ten management, subject and country coordinators, and we might soon have more than ten certified trainers taking responsibility for the quality of our work. It feels good to have such strong support for our own ongoing journey.

Thorsten Ludwig and Sebastian Zoepf  
Managing Directors



*Photo: Arturo de Frias Marques*

# Interpret Europe Activities

## Help organisations to become members

Interpret Europe will be more effective if more organisations join. They are the critical nodes in our network. Organisation members often enter through the initiative of dedicated individuals – like you?

Interpret Europe has about 50 organisations among its membership, including associations, charitable trusts, public sector bodies, university departments, national parks, museums, and botanical gardens. 50 organisation members – that sounds rather notable; but remember that they are scattered across more than 40 countries and various fields of interest. As a result, they often cannot form the critical mass that would give them the desired impact.

So far, we just do not have enough organisation members to really network while the opportunity for networking is what more than 80% of our members long for. In order to enter a new era where organisation members from different countries cooperate in their fields of interest and where Interpret Europe is also taken more seriously in supporting their concerns at a European level, we need more organisations as members.

Organisation members can join at [www.interpret-europe.net/top/join/organisation-membership.html](http://www.interpret-europe.net/top/join/organisation-membership.html). They then receive information on new developments in the field directly from Interpret Europe, and they can have two representatives to benefit from reduced membership fees at conferences, etc. We share their information of international interest on social media, they can announce job vacancies or partner searches on our website, and they can place requests to IE members in our closed Facebook group.

In order to introduce Interpret Europe, we wrote many direct mailings and distributed our messages to far wider audiences this year. However, recent studies have shown that almost 50% of our members join because of word-of-mouth advertisement. Therefore, if you have access to any heritage-related association or public-sector body, it is basically you who can convince these organisations to join.

So, please start initiatives to win organisation members this autumn. Let us know how we can support you in doing so and share your success stories as well as the challenges you met by addressing [mail@interpret-europe.net](mailto:mail@interpret-europe.net). We are looking forward to your support.

*Acorn  
harvesting, Glen  
Trool  
Scotland  
Photo: Theaker*





# IE Training Programme

Valya Stergioti  
(Greece)

## IE's training programme: behind the scenes

Interpret Europe seeks to serve those who give natural and cultural heritage a deeper meaning. One key approach to achieving this is IE's recently launched training programme.

Heritage interpretation in Europe is a toddler. Its family and friends certainly know it well; they are aware of its strengths, but can also discern its weaknesses. It's growing fast, but still a long way from having a solid reputation of its own and hasn't yet been introduced to a wider circle of people.

Over the last 12 months, Interpret Europe has been developing its own training programme that incorporates its mission: "To serve all who use first-hand experiences to give natural and cultural heritage a deeper meaning".

Through this training programme, IE will offer to interpretive professionals across Europe the practical tools they need. A range of courses will focus on different aspects of heritage interpretation, such as interpretive guiding, writing, planning and live interpretation. Each of those subjects has (or will have) its own curriculum and a number of certified trainers from all over Europe.



CIG Course  
August 2016  
Photo: Karpiuk

In IE, training for trainers is based on first-hand experience. Every trainer-to-be must first experience a course as a trainee to grasp its qualities before being able to reproduce them. This way, we can ensure that all IE certified trainers embody the qualities they are representing.

The dual nature of this role was the core of IE's first trainer course, this August in Brno. Fifteen participants from

different countries, with training and interpretive backgrounds, took part in our guide course. They experienced all exercises from the participants' perspective and thus discovered its secrets before being certified as trainers. Extra, during-the-course sessions, gave participants the opportunity to reflect on each activity in the course, the methods used, and the competences gained.

This method of training-the-trainers may be complex and is certainly more challenging for the training team, but it gradually creates a strong network of certified trainers, able to run IE courses in their own countries, in their own languages, thus ensuring that heritage interpretation quality standards will be respected and disseminated.

So, as you can see, Interpret Europe has been busy over the last year putting the building blocks in place so that it will help heritage interpretation grow from being a toddler to becoming a recognised and respected part of the European reality.

*Valya Stergioti works as a freelance interpretive trainer and planner and is the Training Coordinator of Interpret Europe. You can contact Valya at [valya.stergioti@interpret-europe.net](mailto:valya.stergioti@interpret-europe.net).*

## Impressions from a CIG training course

During August, Interpret Europe organised international courses for interpretive guides and guide trainers. This is a personal response to taking part in this training.



*Per Sonnvik, live interpretation at Austerlitz battlefield  
Photo: Ludwig*

The training courses took place in the idyllic setting of Kaprálov mlýn near Brno, Czech Republic. They were organised by Interpret Europe in cooperation with SIMID, the Czech Association for Heritage Interpretation. The courses were supported by the Swiss government, which helped interpreters from many countries, including my home country, Croatia, to take part.

There were two parallel courses. One of them was led by Valya Stergioti from Greece, assisted by Sandy Colvine (France). The other one was led by Thorsten Ludwig (Germany) assisted by Steven Richards-Price (UK). Judging by the impressions of all of the participants, it seems that both groups of participants were equally happy with their trainers and the results of the courses. The courses were attended by 37 participants from 16 countries.

I participated in the training for Certified Interpretive Guides (CIG) under the guidance of Valya Stergioti and Sandy Colvine. I'm writing this article three weeks after the course, and I am convinced that this was the most useful training I have ever participated in to improve my guiding skills. In fact, I'm already

being very conscious about many details I could improve in my work, and I'm already trying to incorporate new knowledge into my guiding. I'm testing it almost on a daily basis, and it seems to be working. I can feel my guests being more dragged into the stories than they were before.

But even before I had a chance to try out the new skills, I came home from the course with a sense of fulfillment and satisfaction. Before the training, I was a little worried whether it would be worth it. I run interpretive city tours in my home town Zagreb, and the courses were organised in the middle of the tourist season. I went with some hesitation and doubts, fearing that I might have made a bad choice. I didn't really know what to expect, but I would be very disappointed if the course wasn't good. But it was above all my expectations, perfectly organised and handled and incredibly inspirational.

It's not over; my new friends from all over Europe and I are not certified guides or guide trainers yet. The course left us with some practical assignments before we earn the certificate. This is yet another plus, because it shows that Interpret Europe is serious about setting up standards for interpretation. It is also very fulfilling to work on the tasks again, and to put all the gained knowledge to use. The assignments are not easy and take a lot of work, but that's precisely what makes this course so rewarding. It is a journey worth taking for everyone involved in interpretation.

Bookmark this link not to miss new Interpret Europe training possibilities:

<http://www.interpret-europe.net/top/training.html>

*Iva Silla creates interpretive walking tours of her hometown Zagreb and was one of the participants in CIG training this summer. Contact her at [iva@secret-zagreb.com](mailto:iva@secret-zagreb.com).*



*Interpretive talks.  
Baiba Baika below  
and Ondrej Vitek  
right  
Photo: Ludwig*





## Guide trainers will spread the word

The first course for Certified Interpretive Guide Trainers was, according to participants, unforgettable, fun, but most of all, empowering. Now comes the responsibility to do it right. A Certified Interpretive Guide Trainer (CIGT) is a person who not only teaches tourist guides heritage interpretation skills, but is also a promoter of heritage interpretation in their own country. As this profession is not well acknowledged yet, especially in Eastern European countries, we have to make the profession of interpretation understandable and meaningful to institutions and individuals who have the power and capacity to support our work. We have to interpret interpretation itself. Our task is now to spread the good word and to help the profession of heritage interpretation to become appreciated.



*Valya Stergioti  
discussing the  
qualities of trainers  
Photo: Ludwig*

Another responsibility comes with the knowledge of how to work with universal concepts and values. A good interpreter has to understand and be aware of them. Values and universal concepts also motivate our visitors to come to heritage sites. And yet, because it's not possible not to communicate, our messages have to be well thought through and structured.

Personally, I've attended many courses in my life but this course was the best ever. The first-hand experience in the natural and cultural environment was the key idea of the courses, both for the guides (CIG) and for the guide trainers (CIGT). The courses were run simultaneously for that reason. It is practical experience, peer coaching, peer- and self-evaluation that made both effective. We

worked hard. The schedule was packed from the morning to the late evening but despite this we had fun and time flew by quickly. Some theory was studied but only that which was considered necessary for us to understand what we do in practice. Every day we had to step out of our comfort zones and test our skills many times. CIGT participants attended additional evening sessions and stayed for two more days for a deeper dive into the training skills and theory of heritage interpretation.

There were participants from different countries from all over Europe. At the time of writing we are not guides/trainers yet. Both of our trainers made sure that we will seriously deserve the titles. After the training we have to pull our sleeves up again and complete the assignments, successfully.

Looking back, I have to admit that the whole process of the course empowered us for the real work. It is no wonder, as the courses have been in development for 13 years. Through many projects and many versions of the course, the methods and the content were tested, implemented and tested again. So the CIG and CIGT courses are guaranteed to be of excellent quality.

*Participants preparing  
for a meeting with  
trainers  
Photo: Ludwig*



The courses took place in August 2016 in Kapráľův mlýn (Brno, Czech Republic) and were organised by Interpret Europe and SIMID (Czech Association for Heritage Interpretation). Thanks to the latter for the very good logistics. Thanks to both trainers, Thorsten Ludwig and Valya Stergioti, as well as to their assistants, Steven Richards-Price and Sandy Colvine. And thanks to the Swiss government for financially supporting our attendance.

*Helena Vičič is a historian and tourist guide in Slovenia. She has been working in tourism and in projects for rural development. At the moment she is a freelancer and student of heritage interpretation at the University of the Highlands and Islands (UHI) in Scotland. Contact her at [helena.vicic@gmail.com](mailto:helena.vicic@gmail.com).*

## Congratulations to our newly certified guides

Ruth Bstieler, Austria  
Brigitte Eckle, Austria  
María Carmen Fortunato Galmes, Spain  
Sara López Cañas, Spain  
Joan Padró Casas, Spain  
Ivan Plasinger, Italy  
Steven Richards-Price, UK  
Iva Silla, Croatia  
Helena Vičič, Slovenia

Patricia Duff, Croatia  
Alicja Fischer, Poland  
Magdalena Kuś, Poland  
Oriol Miralles Ruich, Spain  
Aneliya Petkova Trendafilova, Spain  
Klaus Puntaier, Italy  
Jeroni Rico Pascual, Spain  
Jana Urbancikova, Czech Republic

# IE Member Activities

Darko Babić  
(Croatia)

## What has been cooked in Croatia - Interpret Croatia

Two months ago, the establishment of Interpret Croatia, with a similar mission to Interpret Europe, representing the voice of heritage interpretation on the national level, became a reality.

Interpret Europe – the European Association for Heritage Interpretation, has grown exponentially over the last six years. From just five European attendees at the NAI's (National Association for Interpretation, USA based organisation) international conference in Athens (Greece) in 2009, who declared an intention to create a European based organisation devoted to heritage interpretation, Interpret Europe now is coming close to 350 members. While this may still sound quite low, we have to take into account that other heritage organisations have decades more history than ourselves with only six years of existence. Even more impressively, the growth of our organisation has doubled over the last year alone, which means that we/ Interpret Europe have finally made a breakthrough in starting to reach all those interested or involved in heritage interpretation. This "market" is literally counted in the tens of thousands around Europe who are aware, semi-aware, becoming aware or even still not aware the core of their job is in fact heritage interpretation (no matter whether it is natural or cultural).

This development is very positive and I sincerely (as a personally involved and interested worker) applaud Interpret Europe for it. Particularly since Europe, as anyone who is operating on a European scale knows, is not always the easiest context in which to work. There are language barriers, there are mentality barriers (fictional or real), there are economic and social discrepancies and so on. These barriers are not only within the European Union but within the wider Europe, as defined by the council of Europe (a definition Interpret Europe tends to embrace). These challenges (if they are challenges at all – we could see them more as opportunities; in diversity we are united and stronger), offer a unique opportunity to lobby for, to analyse, discuss and, from time to time, to criticise (if needed) existing practices and theory concerning heritage interpretation in Europe (and beyond), as well as those with a regional, or national setting.

Sometime during and between the 2012 Interpret Europe Conference (in Pisa, Italy) and the 2013 conference (Sigtuna, Sweden), focus was put on an idea of setting up/ creating national heritage interpretation organisations under the umbrella of Interpret Europe. Part of the challenge was, and still is, the existence of some well-established heritage interpretation organisations (older than Interpret Europe) on the European continent, e.g. the UK based AHI (Association for Heritage Interpretation). However, in the majority of Europe (whichever definition of the continent you choose) such organisations do not yet exist or, if they do, do not have the same level of influence as



Plaque of Interpret Croatia in front of its headquarters in Zagreb  
Photo: Babić

the AHI has in the UK. Putting aside here situations in other countries (which will be reported on in future editions of this newsletter) we are coming close to the title of the article.

In Croatia, heritage interpretation is, as it stands today, not officially recognised as a profession, and heritage interpretation plans or heritage interpretation strategic documents are only sporadically officially requested for new interpretation projects in e.g. national parks and so on. The situation is marginally better with regard to museums' permanent exhibitions but is far from satisfactory even there. So finally, during 2015, a group of people passionate about the importance of heritage interpretation decided something should be done for the sake of local communities and the development of heritage interpretation. Thus in early 2016 an initiative aimed at establishing Interpret Croatia got underway. Interpret Croatia will have a similar mission to that of Interpret Europe and will represent the voice of heritage interpretation on the national level. It is an effort of enthusiasts/ believers who think that heritage interpretation could 'make a difference'. Foremost amongst these believers was Dragana Lucija Ratković Aydemir via her team in Muze Ltd (which, by the way, consists of three of my ex-students, who I am extremely proud of). A colleague, V. Klarić - an expert in cultural tourism - and I also worked on this project.

What we want to gain is basically simple but at the same time is so important. Our aim is to put heritage interpretation on the national agenda - to become recognised and discussed in any (natural/ cultural) heritage project implemented in Croatia. This will be for the benefit of all Croatians (locals) who truly possess a wonderful heritage and as well for all global citizens who share it and recognise it as such. It may be a small step for a global (European) development of heritage interpretation, but is a very important one for us in Croatia - if all others would do the same, where no similar national organisations exist, we would be much stronger in defending our case, we firmly believe in it.

Interpret Croatia (Croatian: Interpretirajmo Hrvatsku) essential data:  
Chair: Dr. Darko Babić; Vice-Chair: Dragana Lucija Ratković Aydemir; Secretary: Ivana Jagić. Addresses (post): Krajiška 28, HR-10000.Zagreb; e-mail: [interpretirajmo.hrvatsku@gmail.com](mailto:interpretirajmo.hrvatsku@gmail.com)

*Darko Babić is Assistant Professor of Museums & Heritage Studies at the University of Zagreb, Croatia. He is acting Chairman of Interpret Croatia and a member of the Supervisory Committee of Interpret Europe. He is active in ICOM (foremost ICTOP) & ICOMOS (ICIP). He can be contacted on [dbabic@icom-croatia.hr](mailto:dbabic@icom-croatia.hr)*



## Using heritage to reconnect young people with their rural communities

Young people in rural areas are often bored, disaffected and marginalised. So, a fun, exciting training workshop for youth workers and heritage specialists in beautiful Aegina sought to change all that.



Let's start with a digression. Have you ever seen a Pistachio tree? The history of Aegina, just a short boat-ride from Piraeus, is closely tied with this tasty nut after Phylloxera wiped out the island's vineyards in the 1950s. It's now part of the island's identity, along with the busy

Sandy Colvine  
(France)

Visit Pale  
Ochora  
Photo:  
Colvine





port and the medieval Paleochora “old town” high above on the peaks inland.

This was the setting, then, for a lively, 5-day, hands-on training workshop for youth workers and heritage specialists from France, Italy, Croatia, Bulgaria and Greece taking part in the European YCARHE – Young Citizens in Action for Rural Heritage Project.

Yet another European project, you say? Well, YCARHE puts young people centre stage and has a triple purpose: to stimulate youth creativity,

personal development and citizenship, to expand the ability of youth organisations in mobilising young people through heritage and make it more appealing to them as a factor in their future.

Together with IE Training Coordinator, Valya Stergioti, we ran a series of fun, interactive exercises with participants to inspire them on how to explain heritage to young people without their eyes glazing over, how to unearth and present our own personal heritage and realise the commonalities we share across cultures and nationalities, like where I got my nose from, I have a talent for... and the most obvious cultural stereotype of me is...



After a brief history of heritage interpretation, participants stepped outside to learn how to give short interpretive talks on nearby heritage features. We even stopped the traffic in the town centre to present the local outdoor cinema under the appreciate nods of locals passing by!

The aim was to demonstrate that heritage doesn't have to be a dry, dusty subject just for older people. It has deep, but initially unapparent, connections with young people and can be a channel for their own creativity in self-

expression or a seed-bed for innovative ideas linked to their own personal development or future careers. The heritage interpretation methods used were an excellent medium for this and will subsequently be used by the trained youth workers and heritage specialists who will run non-formal educational workshops with local young people in their participating countries.

The end result, will be to have a frame of reference for training youth leaders and heritage specialists to work with young people in which Interpret Europe-backed heritage interpretation methods figure highly!

*Sandy Colvine is a British freelance rural development consultant and member of IE's training team. He lives near Avignon, France and you can contact him at [sandy.colvine84@gmail.com](mailto:sandy.colvine84@gmail.com).*



## Hidden heritage – interpreting during conversion projects

The European Heritage Days provide access to the general public to historical sites which are normally inaccessible, including historical buildings which are undergoing a conversion process.

Preliminary evaluation and building survey are the first steps of each architectural project dealing with the conversion or renovation of existing buildings. As part of these activities, aspects of the history of the objects are revealed, which reach beyond what lies within the focus of preservation organisations.

An example of such a discovery occurred during the preliminary evaluation for the conversion project of the former main post office in the historical centre of Vienna.

Building survey revealed older structures as well as layers added by the use of different spaces throughout history. Although restricted to a few underground areas, the remains which testify to the use as an air raid shelter in World War II, strike as the most vivid memento. The most immediate and understandable include:

- air safety doors;
- escape tunnels and emergency exits;
- signage of regulations and infrastructure elements, such as toilets; and
- phosphorescent paint which marked escape routes.

This material heritage of contemporary history complements the complex modern history of the building, representing events essential to the identity of contemporary society. Due to the younger age and the original wartime function of this heritage it has a "lower" architectural heritage value compared to Paul Sprenger's 19th century uniform facades of the office building. The future conversion to housing and hotel includes new underground functions. Because the distribution of WWII evidence traces through the whole basement, their sustainable preservation is impossible.

The only way to provide an experience of this heritage seems to be guided tours limited to the time until the construction works are complete. For the Austrian Heritage Day, the planning architectural office "hochform Architekten" coordinated a low-budget guided tour through the basement, providing a once-in-a-lifetime experience of the former air raid shelter. The tour was designed and conducted by the Cultural Heritage Integration Lab in cooperation with Dr Stefan Wedrac from the Austrian Academy of Sciences.

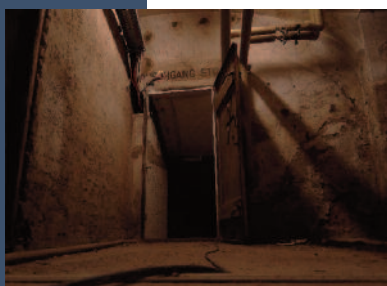
Events of this kind can only be carried out with the participation of, or at the suggestion of, the planning architects and their clients for two reasons:

- Firstly, the low profile little-known aspects of cultural heritage stand out only in the course of building survey and are therefore known only to the parties involved in the conversion project.
- Secondly, the buildings are accessible only with the consent of the owner during the planning and construction phase. After the conversion / reconstruction, even if they aren't completely destroyed or removed, the elements of cultural heritage become mostly inaccessible for the general public.

The Austrian Heritage Day event didn't address the protection driving aspects, such as age and presence within the urban landscape. Instead we provided an experience which can't be repeated due to the upcoming conversion of the building. The positive feedback – not only from the visitors and the preservation authorities but also the developers – encourages us to see a large potential for social involvement in heritage issues through the interpretation of ephemeral assets. The guided tours were repeated within the Austrian Heritage Day 2016 during an on-going planning process.

*Claudiu Silvestru is an architect and urban history researcher working at the Cultural Heritage Integration Lab e.U. ([www.chi-l.eu](http://www.chi-l.eu)) and hochform. Architekten ZT GmbH ([www.hochform.com](http://www.hochform.com)) in Vienna. You can get in touch with him at [claudiu.silvestru@chi-l.eu](mailto:claudiu.silvestru@chi-l.eu).*

From left:  
Air safety door  
Regulations  
Phosphorescent  
paint markings  
Photos: Silvestru





## Berezinsky Reserve is becoming an area of interpretation!

"In the County of Myths", an unusual ecological trail, has been created in the Beresinsky Reserve in Belarus. It explains natural heritage and promotes sustainable nature management using Belarusian mythology.

The Beresinsky Biosphere Reserve is the oldest and the only natural area of protection of the highest rank in Belarus. It is located some 100 km north-east of Minsk on the edge of the watersheds between the Black and the Baltic Seas. It extends to 11,000 hectares and is a patchwork of boreal, coniferous and broad-leaved forests, lakes, watercourses, marshlands and flood plains. It also has one of the largest un-drained peat bogs in Eastern Europe.

*Mermaid (Rusalki)*  
Photo: Klitsounova



Belarus has a rich archaic traditional and mythological culture. Mythological characters regulated human activity in nature and determined responsible relationships with the environment, promoting sustainable norms in nature resource usage. Our ancestors learned a sort of knowledge about the environment through mythology. We can use this, actively and creatively, to explain our natural heritage and to promote sustainable nature management. Within an EU/UNDP project, we are now creating the Museum of Mythology and the trail "In the Country of Myths" in order to achieve these goals. The trail will show our nature from a new angle – through mythological characters that live in the forest and protect it. According to our ancestor's beliefs, these characters could be kind or dangerous to people depending on how those people behaved. They played a role of guardian spirits of trees, bogs, rivers, plants, etc.

Different mythological characters on the trail were created during a "Plein Air" (outdoor workshop session) in August by famous artists from the Belarusian Union of Designers. The main idea was to tell stories about nature and ecology through the use of the mythical creatures' images. This idea aroused great interest and a lot of positive feedback. During the "Plein Air", artists met with experts in the field of mythology, spoke with locals, and spent ten days in the forest. They used different materials for their artworks: wood, stones, glass, grass, scrap-metal, etc. In the end, 17 artworks were completed.



*Keepers of Treasures Houses*  
Photo: Klitsounova

For example, Lesavik (a wood goblin), is a mythological forest lord. People believed that each forest had its owner, who looked after all the animals and birds. It saved them from the fire, hunters, etc.

Lesavik can change his appearance, so it is hard to say how he really looks. He can be a stump or tussock, beast or bird, or even a plant, but most often he looks like an old man with a long beard. Lesavik watches to see if people follow the rules in the forest, otherwise he scares them with screams. The artwork was created by Pavel Voinitsky.

Other artworks include "Vuzhyny Karl", the mythical keeper of all snakes (by Elena Chepeleva).

"Rusalka" is a sculpture of a

mermaid (by Tatsiana Gomza), who looks like a beautiful young girl and usually appears in the field, forest, or near water. "Hata Kladnika", who is the keeper of the treasure house (by Alena Atrashkevich), and owns treasures and protects his enormous



wealth; but whose greed made him evil and forced him to live in poverty.

We are currently working on the design of an interpretive walk along this trail and we are running courses for young actors – local children who, it is hoped, will participate as animators on the interpretive walk.

It is planned that the trail “In the County of Myths” will be to be presented to the public in November.

*Dr. Valeria Klitsounova is Chair of the Board of NGO “Country Escape”, Associate Professor of Belarusian State University. She is an author of the very first book on interpretation in Russian. You can get in touch with her at [lera.greenbelarus@gmail.com](mailto:lera.greenbelarus@gmail.com).*

*Darya Pukas graduated as a student from the Belarusian State University and is an active volunteer in heritage interpretation promotion in Belarus. You can get in touch with her at [dasha.p23@mail.ru](mailto:dasha.p23@mail.ru).*

Below and right  
Wood goblin (Levasik) and  
Plein Air  
Photos: Klitsounova





# What's Going On Elsewhere

Joana Pinheiro  
(Portugal)



## EUROPA NOSTRA - The Voice of Cultural Heritage in Europe

Founded in 1963, Europa Nostra is the pan-European federation of heritage NGOs which is also supported by a wide network of public bodies, private companies and individuals.

Our organisation is the voice of civil society committed to safeguarding and promoting Europe's cultural and natural heritage. Maestro Plácido Domingo is the President of Europa Nostra.

Covering 40 countries, we are today recognised as the most representative heritage network in Europe. Our activities are centred on celebrating, protecting and lobbying for cultural heritage – which are all intertwined.

In partnership with the European Commission, we run Europe's most prestigious heritage awards scheme. The EU Prize for Cultural Heritage / Europa Nostra Awards celebrate and promote best practices in conservation, research, dedicated service, and education, training and awareness-raising. Since its launch in 2002, 426 exemplary heritage achievements from 34 countries have been recognised; a total of 95 Grand Prix of €10,000 each have been presented to outstanding heritage initiatives, selected from among the award-winning projects. Reflecting Europe's rich cultural heritage, our 2016 Grand Prix laureates include The King's Little Pathway, a restored suspended walkway in Malaga, Spain, and the Employees and Activists of the National Museum of Bosnia and Herzegovina in Sarajevo.

Architects, craftsmen, cultural heritage experts, professionals and volunteers, associations and foundations, local communities, public and private institutions: this is your chance to win the top heritage award in Europe! Applications for the next Awards are now closed but keep an eye on the website for the next round of applications to be in with a chance for your project.

Another important pillar of our work is protecting cultural heritage: Europa Nostra campaigns to save Europe's threatened monuments, sites and landscapes, in particular through The 7 Most Endangered programme. Established in 2013 and run in partnership with the European Investment Bank Institute, this programme identifies some of Europe's most threatened landmarks and mobilises public and private partners - at local, national and European levels - to find a viable future for these sites.

The most recent list of "7 Most Endangered" features heritage landmarks in Armenia, Estonia, Finland, France, Greece, Spain and Turkey and was published in March 2016. We have been organising joint expert missions to the sites since June 2016. This will help to find sustainable solutions for the sites and the missions will present their outcomes and recommendations by the end of this year. The Call for Nominations for the fourth edition will be launched at the beginning of 2017.

*Group photo of all the participants in the Cultural Heritage Counts for Europe conference held in Oslo on 12 June 2015, during the European Heritage Congress organised by Europa Nostra.  
Photo: Felix Quaedvlieg*



Among the first success stories of our “7 Most Endangered” programme are the 15th century monastery in Setúbal in Portugal, which was partially restored and reopened to the public in June 2015, after two decades of closure. Another significant site is the ancient mining landscape of Rosia Montana in Romania, which was classified as a Historic Monument and put on the country’s tentative list for UNESCO World Heritage status at the beginning of 2016. This designation blocked the large-scale gold mining project which had been promoted by a multinational company for 15 years.

Besides celebrating and protecting heritage, Europa Nostra also contributes to the formulation and implementation of European strategies and policies related to heritage, through a structured dialogue with European Institutions and through the coordination of the European Heritage Alliance 3.3.

Together with five other European partners – ENCATC, Heritage Europe, International Cultural Centre (Krakow), Raymond Lemaire International Centre for Conservation (Leuven) and the Heritage Alliance (London), Europa Nostra recently produced a comprehensive Report entitled Cultural Heritage Counts for Europe which provides compelling evidence of the value of heritage and its positive impact on Europe’s economy, culture, and society, as well as the environment.

Europa Nostra is actively preparing for the European Year of Cultural Heritage 2018 by mobilising its wide network. In November, its Council and Board will convene to decide on an ambitious Action Plan for 2017-2019 to ensure civil society will contribute to the fullest to the year. Likewise, Europa Nostra’s leadership is working towards making its 2018 European Heritage Congress one of the highlights of the year with a European Heritage Summit in Berlin. We are now gathering input and ideas from across our network for greater synergies and cooperation. Are you planning events or projects for 2018 or in the run-up to it? Share your plans, ideas and suggestions with us! Let us know by sending an email to our Brussels office: [bxl@europanostra.org](mailto:bxl@europanostra.org)

For detailed information about Europa Nostra’s activities and on how to be a part of and contribute to our network, please visit our website ([www.europanostra.org](http://www.europanostra.org)) and follow us on Facebook and Twitter.

*Joana Pinheiro is Communications Coordinator of Europa Nostra. You can reach her at Europa Nostra’s International Secretariat in The Hague, The Netherlands: [jp@europanostra.org](mailto:jp@europanostra.org)*



Darko Babić  
(Croatia)



### World’s Museums in Milan

From July 3-9th 2016, ICOM had its triennial conference in Milan (Italy) attended by 3,500+ museum professionals from all over the world. It was a celebration of the world’s heritage and museums.

From July 3-9th 2016, ICOM (International Council of Museums) had its triennial conference in Milan (Italy) at the MiCo Milano Congressi. This was attended by 3,500+ museum professionals from all over the world. ICOM (<http://icom.museum/>) has more than 36,000 members, museum professionals or museum associated workers from 5 continents, 119 National Committees, 30 International Committees, 5 Regional Alliances and 21 Affiliated Organisations.

ICOM Milan triennial meeting succeeded the last which was held in Rio de Janeiro (Brazil) in 2013, while the next will be in Kyoto (Japan) in 2019. The main theme of Milan 2016, was “Museums and Cultural Landscapes” and, alongside the general programme based on this theme, all 30 ICOM’s International Committees had their separate meetings/ conferences.

The ICOM 2016 Milan general programme was endlessly rich, bringing on stage key-note speakers such as famous artist Christo, who shared his understanding of the role arts have in contemporary society and heritage. Also speaking was a Nobel laureate, Orhan Pamuk, who created the (now already famous) Museum of Innocence in Istanbul, which represents a perfect symbiosis between museology, literature and cultural



landscapes. Other notable persons included David Throsby, Professor in the Economics Department of Macquarie University in Sydney and internationally acclaimed as one of the inventors of cultural economics; the honourable Professor Nkandu Luo, Minister of Gender and Child Development from Zambia and celebrated Italian architect, Michele De Lucchi. While none of the above mentioned names are well known as experts in heritage interpretation, all of them discussed different aspects of the roles heritage has in contemporary society and, accordingly, they all spoke more or less directly about heritage interpretation. It may have been art, sustainable development or creative economies; it may have been health or urbanisation and historic cities; it may have been landscape or human well-being (and the last was always present), but even when not explicitly stated, it was obvious that interpretation was at the core of everything.

Another part of the conference was the very content-rich Museum Fair & Expo Forum, where numerous examples of the new technologies for museum/ heritage interpretation were demonstrated. In addition, there was a large number of special museum/ heritage visits in Milan and its surroundings organised for ICOM Milan participants. These trips always included added extras and insider-views not available to regular visitors. To name just few of the 20+ offered: an exclusive concert and visit to Milan's Doumo; a reception and visits to the Castello Sforzesco including the new display of Michelangelo's Pietà Rondanini and Leonardo's newly restored frescos; the Brera Palace and exclusive visits to Leonardo's the Last Supper and, with a more modern theme, a visit to the iconic Fiat Lingotto Factory building in Torino, which Le Corbusier called as "one of the most impressive sights in industry" and "a guideline for town planning".

As previously mentioned, all 30 ICOM's International Committees had their separate meetings/ conferences in Milan where interpretation was directly or indirectly addressed. In the context of Interpret Europe, it is worth mentioning that as part of the ICOM-ICTOP (ICOM's International Committee for Training of Personnel) programme, the EU funded In-Herit project (of which Interpret Europe is a partner) was presented with great interest and gained a very positive reaction from the audience.

*Darko Babić is Assistant Professor of Museums & Heritage Studies at the University of Zagreb, Croatia. He is acting Chairman of The ICOM Croatia, of the Interpret Croatia and member of Supervisory Committee of the Interpret Europe. He is active in ICOM (foremost ICTOP) & ICOMOS (ICIP). He can be contacted on [dbabic@icom-croatia.hr](mailto:dbabic@icom-croatia.hr)*

*Interpretation in focus - Leonardo's Last Supper in the refectory of the Convent of Santa Maria delle Grazie (Milan, Italy). Sometimes, in exceptionally rare cases, interpretation is not necessary (as here) but essential in all other cases. Photo: Babić*





## Innoguide continues

The last day of August marked the ending of the Erasmus+ project Innoguide 2.0 for education of tour guides – but team members agreed to keep it going.

We have already reported about the Innoguide 2.0 project on a few occasions. The full name of the project is “Innoguide 2.0 – Guiding as a trigger for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding.” This project was a follow-up of a previous Leonardo Lifelong Learning project Innoguide, concluded in 2013. Seven partners from five European countries (Belgium, Croatia, Denmark, Finland and Netherlands), coordinated by the Belgian tourist board VisitFlanders, started working together in 2014 to develop useful tools and help increase an entrepreneurial mind-set among tour guides and guiding organisations.



*Innoguide  
Training  
Photo: Silla*

As a result, a new website was published at [www.innoguidetourism.eu](http://www.innoguidetourism.eu) where you can find inspirational videos and blog posts. What's more important, anyone can register for the free e-learning platform and explore learning and teaching materials developed by experts in guide training. There are three major topics covered: sustainability, interculturality and experiential guiding. Some partner institutions have organised training for guides and guide trainers in different European countries over the last two years.

Service design principles were used to create a useful toolkit that can help improve tours and guides' service through the understanding of customers' experiences. They're easy to use and can also be found on the website. Using service design methodology, through workshops and surveys in various European countries, several types of tour guide profiles, the so-called “personas”, were identified for easier improvement of guiding skills.

In all the participating countries, the project received a significant attention and coverage. Why don't you check out for yourself what has been done, and use the Innoguide tools to learn new skills or share them with your students?

The timeframe of the European project has just ended, but the people who developed it, as well as many others involved in other ways, are eager to keep it going. The final road show of the project was recently held in the city of Antwerp, Belgium. During an interesting day full of presentations and workshops, a promise was made that Innoguide would continue through work and educational activities of everyone who has participated in the project.

Find more information about Innoguide 2.0 at [www.innoguidetourism.eu](http://www.innoguidetourism.eu).

*Iva Silla creates interpretive walking tours of her hometown Zagreb and was leading the Croatian Innoguide team. Contact her at [iva@secret-zagreb.com](mailto:iva@secret-zagreb.com).*

*Innoguide  
Training in Den-  
mark  
Photo: Silla*





## The man who invented nature – a review of an outstanding biography

He influenced Goethe, Darwin, Thoreau, Muir, Carson and Lovelock; has the most places named after him, and knew Jefferson, Napoleon and Bolivar... oh and he invented our understanding of nature.



Alexander von Humboldt  
Painted by J K Stieler

Andrea Wulf: 2015; *The Invention of Nature*; pub John Murray; London – ISBN 978-1-848-54900-5

Many of us strive to connect others to nature, but how many of us think about some of the basic principles of our understanding of the natural world? Even those of you who don't work in the natural environment still have your views and perceptions: not just what we think of birds, trees or rocks but how we as individual humans actually see and understand nature. These basic principles, that we take for granted today, have only been around for a relatively short time and many of them were first expressed by one man – Alexander von Humboldt (1769-1859). The life and times of this remarkable man are brilliantly described in a very readable biography by Andrea Wulf who dedicated 10 years of her life to this story.

We all know about the Humboldt Current off South America, but few remember that at one time he was considered the 'greatest man since the Deluge' and on his death American papers commented that he was the 'most remarkable man ever born'. We sometimes moan about the number of e-mails in our inbox, well when Humboldt was in his late 80's he was receiving 5000 letters a year – and he responded to most of these. Wulf takes us easily through a remarkable period when human understanding of our place on this World changed from one dominated by our relationship to God to the epoch changing work of Darwin.

He lived through a time of extraordinary change but he himself was a key influence in the progress of science and our understanding of our relationship with nature. The book doesn't stop with his death in 1859 but looks at the clear influence that von Humboldt had on the classic work 'Man and Nature' by George Perkins Marsh – the first time a writer really explores our impacts on our planet's ecosystems. It links to John Muir and his enthusiasm for von Humboldt which drove his 1000 mile walk down through the States; his lifelong relationship to nature, and the consequential development of the National Park network around the World

This is a great read if you have any interest in how we see this wonderful World of ours, it is well written; well researched; very readable and full of wonderful anecdotes about the life and times of this remarkable man. The movement towards blocking out German influence from European thoughts after the First World War largely erased von Humboldt from Europe's collective memory. This book does much to put him back where he deserves to be as the Inventor of Nature. The lesser strap line of the book calls him 'the Lost hero of Science' .....well no more!

*Bill Taylor is a member of the Supervisory Committee of IE and has worked in nature based tourism and interpretation for over 30 years in Scotland. In recent years he has worked extensively in Scandinavia. You can get in touch with him on [bill@billtaylorassociates.co.uk](mailto:bill@billtaylorassociates.co.uk).*





## The Capercaillie Trail – learning by exploring

The Capercaillie Trail is an adventure trail for children to explore and learn about nature through activity. A fun alternative to reading signs about all the species living around. The target audience for this adventure trail is kids and youngsters aged 9-12, but younger kids just love it as well. It has been used since 2013 and many children have returned again and again, to try the cliff or the hanging ropes, to say “Hello” to the smiling stone, and to collect the letters along the trail or to try the quiz.

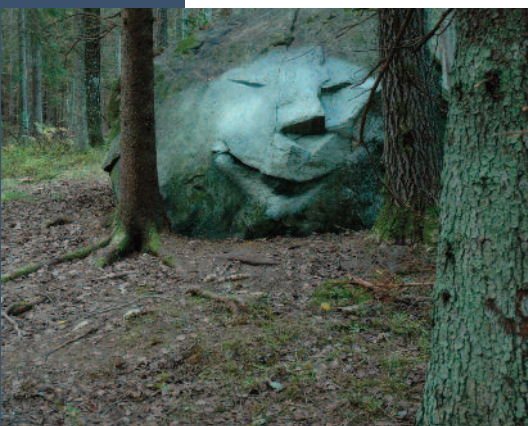


Children  
exploring the  
trail  
Photo: Curman

Along the Capercaillie Trail, you will meet many of the inhabitants of this forest, both real and mythological! Of course, the capercaillie itself is represented by a black colored male with the tail spread-out, and a beautifully camouflaged female. Both models are big enough to mount and ride as if they were hobby-horses. Nearby is an innovative audio interpretation unit, a so- called “U-turn”. When this device is wound up, the peculiar sounds of the capercaillie male can be heard. One of the other tracks of the U-turn lets you hear the mythological sounds of trolls, muttering and arguing. They are said to be able to take the form of a stone or a stump, so one of them might be watching you right there...

The strength of this trail is that it has something to offer visitors of any age and interest. The youngest guests are happy simply to walk the adventurous path through the trees and rocks, following the tracks of the wild animals (e.g. wild boar and roe deer). The ones that have started reading may collect letters along the trail, that in the end form a secret code word. The code word gives access to a diploma which is solemnly handed out in the nearby Visitors Centre, “Naturum Swedish National Parks Information Centre” (there is a shorter name in Swedish). The slightly older kids may try the quiz, available from a letter box at the start of the trail. On eleven sites, a numbered pole points out which question to answer, and three alternative answers give a good clue as to which is the correct answer. Two alternatives are often more or less crazy and obviously wrong. A child (or even an adult) should learn something even with little or no knowledge to start with. This positive result encourages children to continue.

The cost of this trail was around 100,000 Euro. A lot of time was spent on this, but it was a creative and constructive work. The yearly cost of questionnaires, quiz folders, and pencils, is about 1,000 Euro.



A smiling stone  
Photo: Curman

At least 10,000 sets of quiz sheets and other resources have been used so far. Since each set is used by more people than the individual who is given them, this figure is an underestimate of the number of people using the trails, i.e. two sets of quizzes are often used by a family of four or a group of four or five students may use just one set of resources between them. This means that far more people have used the trail during its first three years than this 10,000 figure would indicate. We have the option to record user feedback through a short questionnaire which is filled in before the diploma is handed out. All of the responses are strongly positive about their experience. This is a valuable measurement of the public's response. It will be possible to expand the trail when resources are available, and we can

easily refresh it by changing the letters in the code word, and questions in the quiz. The Capercaillie Trail will therefore be able to fulfill its purpose for many years to come, that purpose being simply to encourage younger audiences to explore nature, and to realise that there is so much to see and learn more about.

*Peder Curman is a biologist and experienced nature interpreter in Tyresta national park ([www.tyresta.se](http://www.tyresta.se)), situated only 20 kilometers south of Stockholm City, Sweden. He meets dozens of school classes of all age categories every week during high season, and also previously worked as a teacher. You may reach him at [peder.curman@tyresta.se](mailto:peder.curman@tyresta.se).*

## The Creative Europe Programme

The Creative Europe Programme ensures and promotes cultural and linguistic diversity. Over seven years, 1.46 billion Euro will have been made available for the strengthening of the cultural and creative sectors in Europe.

The programme will continue to be addressed in the audiovisual industry through the MEDIA sub-programme for the cultural sector. In addition, it will include a common cross-sectorial strand with a new financial guarantee fund for cultural and creative industries. The budget allocation agreed at least 56% for the sub-MEDIA programme, at least 31% for the sub-programme of culture and 13% maximum for the cross-sectorial strand.

The aims of the Creative Europe Programme are:

- Ensuring and promoting European cultural and linguistic diversity and strengthening the cultural wealth of Europe;
- Contributing to Europe's goals for smart, sustainable and inclusive economic growth;
- Helping the cultural and creative sectors to adapt to the digital age and globalisation;
- Creating new international opportunities, markets and audiences;
- Building on the success of the MEDIA, MEDIA Mundus and Culture programmes.

The Creative Europe Programme is part of the Multiannual Financial Framework which defines the limit for the overall EU budget for 2014-2020. The cross-sectorial strand, the Guarantee Fund support for the offices of Creative Europe will replace the MEDIA Desks and the cultural contact points from 2014, as well as support for transnational cooperation. Specific actions for cross-sectorial strands will be phased.

The Creative Europe Programme helps cultural and creative sectors to exploit the "digital era opportunities" and globalisation. These areas play an important role and contribute to achieving the objectives of the Europe 2020 strategy for sustainable growth, employment and social cohesion. Furthermore, it creates new international opportunities, markets and audiences.

The programme supports:

- Cross-border cooperation between cultural creative organisations within the EU and beyond;
- Networks that help cultural and creative sectors to be activated at a transnational level and enhance their competitiveness;
- Translation and promotion of literary works to the entire EU market;
- Cultural institutions that promote emerging artists and foster a truly European programme of cultural and artistic works;
- Capacity building and training for audiovisual professionals;
- Development works of fiction, animation, creative documentaries and video games for the European markets of film, television and other platforms;
- Distribution and sales of audiovisual works inside and outside Europe;
- Film festivals that promote European films;
- Funds for the international co-production films;
- Audience development to foster film literacy and to increase interest in European films through a wide range of events;
- European Heritage Label.

Total Budget: €1,460,000,000 Grant / Co-financing rate: 50-80%

Subjects: Audiovisual media, civilisation

Beneficiaries: Local authorities, governmental organisations and state enterprises, non-profit organisations, non-governmental organisations

# Interpret Europe Announcements

## Welcome to our new members

### Organisation members

Naturpark Biosfera Val Müstair, Switzerland  
Toerisme Vlaanderen, Belgium

### Individual members

Alexandre Albert, France  
France Aumont, France  
Charles-Henri Battaglia, France  
Dirk Bennett, UK  
Ruth Bstieler, Austria  
Laila De Bruyne, Belgium  
Ksenija Dvorščak, Slovenia  
Brigitte Eckle, Austria  
Lucie Favriou, France  
Marie-Pierre Guilhot, France  
Frédérique Herbec, France  
Nathanaëlle Jean, France  
Antonietta Jimenez, Mexico  
Tetiana Karpiuk, Ukraine  
Philippe Laugrand, France  
Cindy Lionnard, France  
Sevastiani Liouzza, Greece  
Sara López Cañas, Spain  
Fabienne Manguy, France  
Liam Mannix, Ireland  
Sviatlana Mashchanka, Belarus  
Daria Melnikova, Belarus  
Yorck-Philipp Müller-Dieckert, Germany  
Tom Nevejan, Belgium  
Muriel Perrin, France  
Klaus Puntaier, Italy  
Ivan Plasinger, Italy  
Vincent Soccodato, France  
Julie Vandendriessche, France  
Mirna Zunic, Croatia





## Welcome to our new coordinators



Marie Banks is IE's new News Coordinator.

Her career in interpretation started accidentally, but what a happy accident! Having studied Biological Sciences and spent six months on a rainforest conservation project in Vietnam, she found that 'Millennium Money' was being spent on a new visitor attraction in Bristol, UK, which would house a tropical botanical house as part of a biodiversity exhibition, along with hundreds of live animal exhibits and an innovative mix of multimedia and hands-on exhibits to interpret life on earth. It was due to open in 2000 and sounded like the most exciting place. She got a job helping with the final stages of research and installation, which happily led on to other things. During

nearly eight years there, Marie gained experience in all areas of the visitor centre business, from front of house as a guide, to training as a zoo keeper and working with the learning team to deliver engaging activities for schools and families. She worked her way to become the Exhibition Manager of an attraction that received nearly 200,000 visitors per year and developed a suite of travelling exhibitions for a family audience and some specifically for the Under 8s age range. The most important experience for her was a secondment to the fundraising team where she successfully secured over £2million for a redevelopment project and then led the team to develop the interpretation plan and implementation of it. This gave her more of an insight into the world of interpretation and how powerful it can be to engage people.

The At-Bristol Science Centre (of which the Wildwalk biodiversity exhibition was a part) made the tough decision to close Wildwalk in 2007 for sustainability reasons and Marie then moved on to become a consultant for the Wildfowl & Wetlands Trust (WWT). WWT is a charity which manages ten reserves with visitor centres around the UK and Marie's job in the consultancy was to apply her operational and interpretation experience, along with that of WWT's more than 70 years' experience, to help others all over the world to develop visitor centres and interpretive programmes to engage people with the natural world whilst minimising disturbance to wildlife. For nearly nine years, Marie got to travel the world and help to deliver some great projects, including the Cors Dyfi 360 Observatory in the only UNESCO Biosphere in Wales, Ballycroy National Park and Tralee Bay Wetlands Centre in Ireland, a trail for the Vallée de Mai UNESCO World Heritage Site in Seychelles, and masterplans for sites in the UAE, Kuwait, Oman, South Korea, China, the USA, Uruguay and many more countries. During this time, Marie delivered training workshops in visitor centre planning and interpretation and kept her own professional development topped up by attending sessions through the UK Association for Heritage Interpretation (AHI), Visitor Studies Group (VSG) and Society for Editors and Proofreaders (SfEP). She was very happy to mingle with like-minded interpreters at the IE conferences in 2015 (Krakow, Poland) and 2013 (Sigtuna, Sweden) and the US National Association for Interpretation (NAI)'s international conference in Sokcho, South Korea in 2009.

Marie now runs her own company, called Zebraproof, and offers proofreading and copyediting in addition to interpretation planning, exhibit design and installation. Having previously volunteered to assist with proofreading for IE conference material and newsletter articles, she is pleased to have accepted the official role of News Coordinator and looks forward to hearing from you all and helping to keep you all up to date with IE news.

When not at her desk, Marie will most often be found visiting museums, zoos, wildlife parks and heritage sites or outside enjoying a walk, mountain biking or floating above it all in her hot air balloon. You can contact her at [marie@zebraproof.uk](mailto:marie@zebraproof.uk)



Peter Phillipson is the new Natural Heritage Coordinator for Interpret Europe. Peter's career has included nature conservation, site management and, importantly, interpretation.

His first career was as a professional ecologist. He worked for several nature conservation organisations, in the public and voluntary sectors, before becoming Senior Ecologist for the Peak District National Park Authority. Here he worked for ten years on some of the most sensitive multi-use heritage sites in Europe. The relationship between people and the natural world has always been central to Peter's life and work.

His ecological work convinced Peter of the crucial importance of effective communication and awareness-raising to wildlife conservation. He became a director in TellTale, working in heritage communication, visitor experience planning and interpretation. He also became a trainer, leading in-service courses in habitat conservation at Losehill Hall, then the country's foremost training organisation for countryside staff.

The natural world remains central to Peter's interest in interpretation. He works to find sustainable and rewarding ways to bring people closer to nature at a species, habitat and landscape level. In his work with TellTale he plans and creates great visitor experiences of wildlife, often in sensitive sites and landscapes. He is active for nature in his local community too; for the last fifteen years he has managed Buxton's community woodlands for people and wildlife.



Kristian Bjørnstad is IE's new Country Coordinator for Norway. Kristian has his educational background in Human Ecology and Education, specialising in sustainable rural development and regional parks. He holds Master's degrees from Lund University in Sweden and Florida State University in the United States. At present he is also attached to the Norwegian University of Life Sciences.

Intending to research the emerging regional parks in Norway ten years ago, he instead became active in the regional parks movement. Since then he has been involved in establishing the Norwegian Parks Association and is now the secretariat director for this small but growing organisation. Kristian is also

building links between regional-nature parks in the Nordic countries and the rest of Europe.

Kristian became interested in heritage interpretation through planning work in the Nærøfjord World Heritage Park on the west coast of Norway. He is especially interested in how heritage interpretation can be used in parks and protected areas to connect people with place and to create good visitor experiences.

In 2016 he participated in Interpret Europe's CIG course and the CIG trainer course. He is looking forward to increasing the interest for interpretation in Norway and the Nordic countries. With Swedish partners, he is organising the first Scandinavian CIG course in 2017 and launching a project on forest interpretation.







Dr Valeria Klitsounova PhD, is Interpret Europe's new Country Coordinator for Belarus. She is Chair of the Board of the Agro- and Ecotourism Belarusian Association, "Country Escape", and an active member of the National Association for Interpretation and of the European Association for Heritage Interpretation.

Valeria actively promotes nature and culture interpretation ideas and sustainability principles in Belarus. She was one founder of the Rural Culture Museum "Dudutky", which is the first museum in Belarus based on heritage interpretation principles.

Valeria studied heritage interpretation in the USA through the Fulbright Scholarship Program at George Mason University and the University of Wisconsin-Stevens Point (2013/2014). After her return to Belarus she launched the innovative

course, "Nature and Culture Heritage Interpretation", as associate professor of the Belarusian State University (international tourism department). This course combines theory, a lot of creative practical activities and discussions with students.

Valeria is also an author of the very first book on interpretation in Russian, "Heritage Interpretation in Tourism: New Approaches in Experience Economy Era". The book describes the interpretation philosophy and ideology, main principles, creative techniques and the best international and Belarusian practices in this field.



Dragana Lucija Ratković Aydemir is the new Country Coordinator for Croatia. Dragana was born in Zagreb, Croatia, in 1969.

Having finished studies at Zagreb's legendary Educational Centre for Culture and Art, Dragana enrolled in the study of comparative literature and art history at the Faculty of Humanities and Social Sciences in Zagreb. She was employed at the Institute for the Protection of Cultural Monuments at the Ministry of Culture in Zagreb, and then in Poreč (Istria), where until 2004, she worked on the safeguarding of cultural heritage. In 1997 she was awarded a six-month UNESCO scholarship for professional training in the field of the

conservation and restoration of cultural assets in Poland.

In 2003, after the successful installation of a permanent exhibition of sacral heritage in Rovinj's Franciscan Monastery, the Town of Rovinj (Istria, Croatia) employed her for the House of Batana' project. She successfully led this project until 2013 and it became the first ecomuseum in Croatia. This project was a turning point in her work and served as a case study for professional training at the Marcel Hicter Foundation in Brussels. In this European programme of education, she gained a European diploma for management in culture and cultural tourism in 2005. She also established Croatia's first specialized boutique company for management in culture and tourism. This company, called Muze d.o.o/ Muses Ltd, has a special emphasis on heritage interpretation and presentation. In 2009 she was elected as the president of Association of Mediterranean Maritime Museums (AMMM) whose centre is in Barcelona (a four-year mandate), and from 2010 the UNDP in Croatia employed her as an expert advisor for ecomuseums in the Coast project. Since 2012 she has been managing a pioneer project of interpretation and presentation of nature consisting of 30 investments in nature parks and protected areas in the Republic of Croatia, financed by the World Bank.

In 2016 together with Darko Babić and Vlasta Klarić, and colleagues from her company Ivana Jagić, Mirna Draženović and Iva Klarić, she initiated the establishment of the Croatian Association for Heritage Interpretation Interpretirajmo Hrvatsku / Interpret Croatia, where she holds the position of vice-president. She is a member of various professional associations such as Interpret Europe, ICOM, ORACLE and EMH.



Claudiu Silvestru is Interpret Europe's new Country Coordinator for Austria. Since completing his architectural studies in Graz, Claudiu has had a broad interest in the connections between heritage interpretation and architecture. Through his diploma project he proposed a new infrastructure for the archaeology park of Sarmizegetusa Regia, increasing the readability of the Dacian development stages. In 2014 Claudiu received his PhD from the Vienna University of Technology with a thesis on the interpretation of the medieval heritage of Vienna.

Claudiu is a trained architect; he worked with several architectural offices, gaining a vast experience in dealing with protected sites and the reuse and extension of historical buildings. In parallel to his architecture practice he found his way to heritage interpretation on detours by researching the role of cultural heritage in urban development and for the contemporary society. In his architectural practice Claudiu uses the know-how and network built through his research activity and initiates interpretation programs on the historical buildings within his projects. As such he included the World War 2 air-raid shelter under the Viennese historical Post Office in the Heritage Day programme in 2015 and 2016.



## Would you like to be our Network Coordinator?

### IE Management

Interpret Europe's Network Coordinator will act as the stakeholder custodian for the organisation. S/he will coordinate a volunteer team collecting and updating public information on European stakeholder organisations with an interest in heritage and interpretation.

These include organisations dedicated to natural or cultural heritage, especially those representing protected areas, monuments and memorials, museums, zoos or botanical gardens, but also European political decision-makers and training institutions or associations connected with heritage and interpretation-related industries and professions.

The work will be based on IE's 2015 stakeholder analysis and the Network Team will set up a database to share the information gleaned from its work with the Management and other teams such as our News or Social Media Teams.

We are searching for someone who is interested and experienced enough to meet this challenge and to establish and coordinate our network team on a voluntary basis. If you'd like to help and see yourself in this key role, please contact Thorsten Ludwig at: [tludwig@interpret-europe.net](mailto:tludwig@interpret-europe.net).





# Further Announcements

## Upcoming events in Europe

06.04.- 09.04.2017: IE Spring Event, Prague (Czech Republic)

25.05.- 28.05.2017: Conference The Archaeology of Sound, La Valetta (Malta)

05.10.- 08.10.2017: Conference The Archaeology of Sound, Tomar (Portugal)

## Upcoming events outside Europe

19.03.- 23.03.2017: NAI International Conference on Interpretation, San Jose del Cabo (Mexico)



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

**Deadline for contributions:  
Wednesday 30 November 2016**

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