



Photo: Kev Theaker

# Newsletter

## Winter 2016

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# Editorial

Thorsten Ludwig and  
Sebastian Zoepf  
(Germany)

Dear members,

Networking is key – and it is what kept us busy during the last quarter of the year. We met with Europa Nostra and with Europarc Federation to discuss future options for cooperation, we joined the European Heritage Alliance, and we took part in the first public debate about the 2018 European Year of Cultural Heritage. With ICOMOS-ICIP we agreed to work on specific subjects related to the Ename Charter and with the European Heritage Days to prepare some material for next year's topic, "Heritage and Nature".

In 2017, we will run a multi-lingual seminar, "Connecting heart and mind with the Alpine landscape", with Alparc in Austria. SIMID, the Czech Association for Heritage Interpretation, is organising an IE Spring Event, "Crossing borders", for us which will take place in Prague, and our conference, "Making connections: Re-imagining landscapes", will take place in Inverness – as a joint conference with the UK Association for Heritage Interpretation (AHI). You will find the announcements for these events in this newsletter.

Being involved in so many networking activities means that we also need to catch up with the development of our internal structure. So far, we have 13 coordinators setting up their own teams. They work directly in relation to the management of IE, they focus on specific subject areas of interpretation, or they seek to establish interpretation in single European countries. Our Spring Event in Prague shall give us the opportunity to meet and to discuss how all our IE teams can cooperate in the most effective way. So, especially all who are involved in our teams: please save the date.

Just recently, the Management and Supervisory Committee met in Ghent where the Committee elected José María de Juan Alonso from Spain as its new Chair and Marie Avellino from Malta as its new Vice Chair. IE owes thanks to Willem Derde who has been involved either in the Committee or in the Management since May 2013. Due to increasing commitments at Ghent University, he has now decided to leave the Committee. For sure we will continue to seek his advice.

It is December and a busy year is coming closer to its end. All that we have achieved was only possible through the dedicated volunteer work of our teams, of our coordinators, of our Supervisory Committee and of each of our members supporting IE from huge contributions, such as organising our conference, through to smaller (but no less important) ones, such as winning a new member. We are very grateful to all of you and we hope that you will soon find some time and space to lean back, to relax and to think about all that is connecting us – beyond all limits.

Thorsten Ludwig and Sebastian Zoepf  
Managing Directors



## Final attempt to get another member on board

**Doubling IE's membership is our biggest goal in 2016. To achieve it, we need just 28 more new members! Have you managed to recruit an additional member yet? Please help us reach our goal in these last few days of December!**

A year ago, Peter Seccombe, former Vice Chair of our Supervisory Committee, laid down a challenge. What if every member could find someone to double our membership? This ambitious goal became part of our management plan. It is a critical step to cover a wider array of subjects and extend our geographical coverage so that we can form new working teams. Of course, we also want to secure modestly-priced membership fees, while maintaining IE's financial independence. We need just 28 more new members to achieve our biggest goal of the year, so let's roll up our sleeves and get busy before the year is out! This should be on your mind at the Christmas party, at the museum you visit over the holidays, whilst chatting to your friends in the pub – please consider all who might benefit from IE membership and encourage them to join NOW!

The best way to convince people to join Interpret Europe is by speaking directly to them. If you enjoyed an IE conference or training course and think of the satisfying moments you shared, you'll surely know how to tell those enchanting stories. We need potential partners. We also need friends in other countries to get inspired and to broaden our horizons. What profession is more geared to this than heritage interpretation? Being a member of Interpret Europe means feeling that together we can make a difference, regardless of what country we live in. Together, we are stronger, better and more representative of our art. At every meeting of one of our working teams, this sublime blend of experience comes to the fore and frequently it can be really compelling.

In regions where heritage interpretation is less widely known, where just a few devotees are found, Interpret Europe helps to foster an identity for interpreters. Yet, in all these countries where we have just a few members, there are invariably other individuals, organisations and companies offering interpretive services who might like to exchange their experience. Does anyone come to mind?

Think about your immediate friends, acquaintances and colleagues. Is there someone you feel could benefit from being part of a European interpretation network that caters for personal and professional development? Think about the organisations you work with, such as museums, parks, university faculties, etc. Do you think they could benefit from IE membership? What about your equipment, planning, design partners? Might they be interested in extending their markets and learning from others to boost the quality of their products and services?

If you have someone in mind who you think would be keen to try out IE, remember to tell them that if they join now, the rest of 2016 membership will be free.

Please help us and take a moment to think. You are our greatest asset and we really need your help, as active members, to double up and increase our overall membership. We're counting on you and hope you can play your part to bring us new colleagues and partners.

*IE's Managing Directors are Thorsten Ludwig and Sebastian Zoepp from Germany. Thorsten runs Bildungswerk Interpretation, providing interpretive training, planning and consulting since 1993. You can get in touch with him at: [thorsten.ludwig@interpret-europe.net](mailto:thorsten.ludwig@interpret-europe.net).*

*Sebastian runs Spreescouts and Spree Academy in the Spreewald Biosphere Reserve south-east of Berlin. You can contact him at: [sebastian.zoepp@interpret-europe.net](mailto:sebastian.zoepp@interpret-europe.net).*

## Interpret Europe's vocation towards cultural heritage

**We are pleased to inform all our members that IE has been admitted to the European Heritage Alliance. Launched in 2011 and facilitated by Europa Nostra, the Alliance now consists of 38 international networks, such as the International Council on Monuments and Sites (ICOMOS) and the International Council of Museums (ICOM).**

The current work of the Alliance is focused on the 2018 European Year of Cultural Heritage (EYCH). Suggested by Commissioner Tibor Navracsics in April, the European Commission proposed the EYCH in August to the European Parliament and to the EU Council, while the Alliance now echoes this request. As pointed out at our 2016 conference, the EYCH is just the latest step underlining the significance of heritage for the future of Europe. However, since June the subject has become more urgent. President Jean-Claude Juncker stated that, "the next twelve months are decisive if we want to reunite our Union", while Commissioner Navracsics said, "Our cultural heritage is more than the memory of our past; it is the key to our future".

If cultural heritage is seen at the very heart of Europe, the question is how it can become more relevant to European citizens. Interpretation gets people not only in direct touch with heritage but also encourages them to search for meanings behind it. This is why Commissioner Navracsics acknowledged interpretation as an important approach towards a more inclusive society. IE already considered these subjects during its 2015 conference, "Sensitive Heritage – Sensitive Interpretation", which started at the gate of the Auschwitz concentration camp. The values the European project is based upon were discussed again at our 2016 conference, "Heritage interpretation – for the future of Europe", starting at Flanders Fields. Participants experienced first-hand at sites from where European values evolved (from devastating or from more pleasurable incidents) that interpretation can indeed play a key role regarding several subjects on top of the European agenda, such as human rights, community building, sustainability or peace.

IE itself could mirror these values at different levels. For example, participation can be seen as a quality criteria considering the way our actual interpretive work is done; but it can also be taken into account when we develop our inner structures at IE; and it can be regarded in our collaboration with external stakeholders in order to support the ideas behind the European project.

Of course, IE cannot (and should not) deal with this at a European level on its own – and this is where the European Heritage Alliance comes in. Members of the Alliance represent a broad field of competences and already shared their view that one key focus of the EYCH could be on interpretation. Of course, IE would like to meet this challenge but we need to be aware that this includes some work to be done by IE in the years to come.

We got in touch with the European Heritage Label last year and, regarding the European Heritage Days, we have been asked this year to come up with examples of how sites can benefit from the interpretive approach.

The demand for supporting the European Heritage Alliance towards the European Year of Cultural Heritage will challenge us next year to clearly express the qualities of the interpretive approach – and it will secure that cultural heritage remains to be one subject on top of our agenda.

For more information about the European Heritage Alliance 3.3 [click here](#)

For more information about the 2018 European Year for Cultural Heritage [click here](#)



*Michel Magnier,  
Director of Culture  
and Creativity at  
the European  
Commission,  
attending a  
meeting of the  
European Heritage  
Alliance in Leipzig,  
Germany.  
Photo: Ludwig*

## Interpret Europe Natural Heritage Working Group

**Surrounded by beautiful Slovenian landscape and hosted by an extremely hospitable and generous couple, the inaugural workshop of the IE Natural Heritage Working Group took place with lots to discuss and to define.**

How amazing! -Verena Perko and her husband, Andrej, opened their beautiful house to a bunch of people they almost did not know and prepared delicious local food, just to give the Interpret Europe Natural Heritage Working Group (IENHWG) a place to meet for the first time at the end of October. Besides enjoying the hospitality and the food, the new working group had a lot of things to discuss. Well prepared by Peter Phillipson (Chair of the working group) and Susan Cross, the group had first to find a definition for natural heritage. The wordsmith Susan smoothed the thoughts of the group with the following statement:

*'Natural heritage is not simply the rocks, plants and animals, rivers, seas and sky, it is what these things mean to us as Europeans, individually, nationally and globally.'*

*Natural heritage covers the many and diverse connections - material, aesthetic, ecological, therapeutic, spiritual, scientific and others - between the human and non-human.*

*Natural heritage is about the values and meanings we recognise in the natural world and how that inspires us to safeguard them for the future.'*

The group then posed, discussed and answered a number of other questions:



IE Natural  
Heritage  
Interpretation  
Group  
Photo: Phillipson

### **Why do we need Natural Heritage Interpretation?**

People have lost knowledge and connection to their natural environment. This is where Heritage Interpretation comes in by creating meaningful experiences and reconnecting people with nature, which will lead ideally to a better understanding, appreciation and protection.

### **What makes Natural Heritage Interpretation distinctive?**

Natural heritage interpretation (NHI) and environmental education (EE) share a number of characteristics to a greater or lesser extent. There is no hard division between them. It is better to think of them as a spectrum with NHI at

one end and EE at the other. Although the middle of the spectrum contains areas of overlap, the ends of the spectrum are distinctively different.

### **Are Natural and Cultural Heritage completely different?**

Heritage interpretation embraces both human and natural heritage. It integrates the two closely. Interpret Europe must stand for the balanced integration of natural and human heritage. However, IE has to communicate with organisations that work only on natural

heritage. This needs a clear and separated view on topics related to nature.

### **What are the next steps?**

Among lots of ideas, the most important tasks are:

- Creating an IE rationale for natural heritage interpretation embedded into the Strategy and Management Plan
- Review, and where necessary strengthen, IE communications to ensure that there is an explicit, balanced and integrated approach to natural and cultural heritage
- Influence European policy in the fields of sustainable tourism, protected



Dinner at  
Verena's.  
Photo:  
Sandberg

- Create and support a Europe-wide community of natural heritage interpreters

Thanks to Peter Phillipson and Susan Cross for preparing and conducting the workshop. Thanks to Anna Saarela from Finland, Verena Perko and Marjeta Keršič Svetel from Slovenia, Eva Sandberg from Sweden, Nataliya Gudkova and Alena Tarasova from Ukraine for sharing all the ideas and knowledge. Finally, again, a big thank you to Verena and Andrej for their extraordinary hospitality.

*Markus Blank is a member of the Supervisory Committee of Interpret Europe. He works for the Gesäuse National Park in Austria in the department of environmental education and interpretation. You can get in touch with him at [markus.blank@nationalpark.co.at](mailto:markus.blank@nationalpark.co.at).*



## Any ideas on how to link cultural heritage and nature?

**European Heritage Days is the most widely celebrated cultural event in Europe. For 2017, Interpret Europe has been asked for interpretive methods to connect natural and cultural heritage. Do you have an example to share?**

European Heritage Days is a joint initiative of the Council of Europe and the European Commission and each year attracts about 30 million citizens in 50 member countries. It offers an outstanding opportunity to make cultural heritage more meaningful to people.

The 2017 motto of the European Heritage Days will be “Heritage and Nature”. Interpret Europe has been asked to prepare a paper compiling recommendations and examples on how nature can be included into the interpretation of cultural heritage. So, please focus of your sites for a moment:

- Are there any remarkable gardens around your sites or other facilities that are rooted in the landscape in a special way which are part of your interpretive programme?
- Is there a significant link to the natural surroundings through built materials – or is there a broadly favourable impact that you experience with visitors when you visit such sites?
- Are there any public figures from the history of your site linked to a natural subject in your interpretive services?
- Are you interpreting intangible heritage, such as preparing culinary delights, that are connected to nature on a cultural site?

Share your ideas with us and we will chose a selection of them to be send in early 2017 to all 50 coordinators of each country taking part in European Heritage Days.

Please don't delay. Send us your proposals, using the same format for newsletter articles, by 28 December 2016, to [mail@interpret-europe.net](mailto:mail@interpret-europe.net). We are really looking forward to hearing from you.



## Would you like to become a professional member?

**From 2017, IE offers a new membership category: individual members can become professional members. We ask all individual members to do so if they can. Additional fees will be deleted and some more changes need your attention.**

In May 2016, the General Assembly decided to reform our membership fee system. The most significant innovation is the introduction of a professional membership category.

Professional membership is supposed to be the new standard category for individual members whose main source of income is interpretation, either as employees or as freelancers, and who feel they can pay an annual membership fee of €60. This was an offer that several individual members made and it will replace the practice of asking individual members to add a 'supporting fee' to their 'minimum fee'. From 2017 onwards, there will be just one standard fee of €60 for professional members and one standard fee of €30 for individual members. There are no special requirements or additional benefits linked to professional membership.

If you are an individual member, we kindly ask you to consider whether you can support IE with an annual membership fee of €60. If you feel this would be possible, just send an e-mail to [mail@interpret-europe.net](mailto:mail@interpret-europe.net) asking to change your membership category from individual membership to professional membership.

Individual membership is now mainly meant for members whose profession is not interpretation or who feel that they cannot afford to pay €60 per year. We decided not to adapt the membership fees to the GDP of different countries for this is something we cannot achieve with the administrative means we currently have. Individual members will still have all networking opportunities, receive all information through IE newsletters, newsletters and conference proceedings, will continue to benefit from reduced fees for IE conferences and other events, can furthermore participate in the IE training programme, and will, of course, have full voting rights in the General Assembly or whenever a ballot is held.

To allow as many individuals as possible to join, the General Assembly decided to 'freeze' the annual fee for individual members at €30. On the other hand, reduced individual membership which required to prove the need as a student, unemployed or a retired person every year will not be offered any longer. All reduced individual memberships will be turned into individual memberships on 1 January 2017.

From 2017 onwards the annual fee for organisation memberships will be €120. The same is true for corporate members with 2-5 employees. Corporate members with 6-10 employees pay €240, corporate members with more than 10 employees pay €480. On average, the fees for corporate members have decreased and the additional fee of €50 to place their profile on the IE website will be cancelled. All corporate members have now the possibility to do so for free.

To keep administrative procedures simple, the additional fee of €5 for issuing invoices will also be deleted for all membership categories.

To give you an overview about the new fee system:

Membership category	Fee 2017
Reduced individual membership	no longer offered
Individual membership	€30.00
Professional membership	€60.00
Organisation membership	€120.00
Corporate membership C (2 to 5 employees)	€120.00
Corporate membership B (6 to 10 employees)	€240.00
Corporate membership A (more than 10 employees)	€480.00

Management is asking all who can make it possible to issue SEPA direct debit mandates – and to inform us if their bank account details change. We checked the possibility to charge credit cards additionally to SEPA direct debit mandates and to Paypal direct invoicing but alas, IE is still too small to make this worthwhile.

Let us all take care that the energy and the banking fees resulting from these procedures are kept as low as possible.

The general payment procedure for the membership fee will slightly change for 2017 onwards. All members registered in the past year or before will receive their invoice within the first quarter of the year. Members paying the fee individually will have a two-month payment target. Those members who have issued a SEPA direct debit mandate will be debited at the end of this two-month payment target. New members will receive an invoice for their membership fee also with a two-month payment target. Members who have still not paid the fee for the current year will be reminded once and then it will be assumed that you no longer wish to remain a member and your membership will be cancelled at the beginning of the next year.

Due to international bank restrictions and software issues, IE Management is still processing the membership fee payments for 2015 and 2016. Therefore, we kindly ask you for your understanding if we ask you for your outstanding membership fees within the next couple of weeks. Your membership fee payments for the recent years will help us to expand our work to the benefit of all members.



# IE Training Programme

Sandy Colvine  
(UK/France)

## CIG Course, Athens

### Bringing a French accent to heritage interpretation in ancient Athens

IE's training programme enjoyed a welcome boost from a French contingent of heritage and local development professionals from Saintes and Saint Jean d'Angély, in the Charente-Maritime Department, who travelled all the way to Athens to learn to become interpretive guides.

Despite doom-laden headlines to the contrary, Europe is still very much about mobility and exchange. Indeed, a European Erasmus+ adult education staff mobility grant, secured by the Abbaye aux Dames cultural heritage centre, opened the way for a very rewarding collaboration with Interpret Europe this October.

Twelve participants - site managers, visitor service agents, guides, tourist office advisors and youth workers - all threw their energy, ideas and determination into a 5 day CIG course\* run by Sandy Colvine and Valya Stergioti in the historic district of Plaka, at the foot of the omnipresent and inspiring Acropolis.

Bringing foreign participants to a seemingly well-known destination is a refreshing way to look at things from a different perspective. And this was no exception, with decrypting street art, the secret life of a park bench, a travelling horse figurine, shadow theatre and ancient Greek women's high street fashion all forming the basis of some highly original and entertaining interpretive talks by the participants.

Whilst always challenging and intense, course feedback regarding how participants could use their new skills once home has been encouraging. For example, one of the tourist information office participants could advise a cognac producer looking to open his estate for visits on specific heritage interpretation approaches to sites and features, making for a much more meaningful visitor experience.

So, taking 12 French professionals to do a CIG course in French, in Athens, isn't as crazy as it sounds and was a rich experience for both tutors and participants. In fact, it is to be recommended! Thank you, Vincent Soccodato at the Abbaye aux Dames, for letting us be part of this experience.

If you are interested in finding funding support for heritage interpretation training and study trips, [Erasmus+](#) may provide you with some options.

\*This CIG training course was funded with support from the European Commission Erasmus+ Programme.

*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).*

## Certified Interpretive Guide (CIG) Courses

### Fancy organising a Certified Interpretive Guides course in your region?

Our group of IE Certified Guide Trainers is expanding and the chances are that there may be a trainer that speaks your language. So, if you want to organise an Interpretive Guides course in your region, all you need to do is contact us at [training@interpret-europe.net](mailto:training@interpret-europe.net)

So far, more than 60 guides have participated in courses organised by Interpret Europe, in Athens, Barcelona, Brno, Tschier (Switzerland) and two National Parks (Prespa and Hohe Tauern).

For more information about our courses go to:

[www.interpret-europe.net/top/training.html](http://www.interpret-europe.net/top/training.html)

The following IE CIG courses are already planned but keep an eye on the website for new ones as they are added – or contact us to arrange your own!

Where	Trainer	Date	More info...	Language
Maribor, Slovenia	Janja Sivec	27-29 January and 11-12 February	<a href="mailto:sivecjanja@gmail.com">sivecjanja@gmail.com</a>	Slovenian
Athens, Greece	Valya Stergioti	28 February-3 March	<a href="mailto:vsster@outlook.com">vsster@outlook.com</a>	English
Barcelona, Spain	Evarist March	March/April	<a href="mailto:info@naturalwalks.com">info@naturalwalks.com</a>	Spanish
Admont, Austria	Thorsten Ludwig	7-9 April and 29-30 April	<a href="mailto:markus.blank@nationalpark.co.at">markus.blank@nationalpark.co.at</a>	German
Avignon, France	Sandy Colvine	8-12 May	<a href="mailto:sandy.colvine84@gmail.com">sandy.colvine84@gmail.com</a>	English
Brno, Czech Republic	Helena Vicic	25-30 August	<a href="mailto:helena.vicic@gmail.com">helena.vicic@gmail.com</a>	English



Helena Vicic  
(Slovenia)

### Certified Interpretive Guide Course, 25-30 August, Brno

**Join us! If you are looking for additional skills in guiding and willing to learn innovative techniques of personal interpretation, we invite you to become an Interpret Europe Certified Interpretive Guide (CIG).**

SIMID, the Czech Association for Heritage Interpretation, is organising a 5-day CIG course from 25-30th August 2017 in the Moravian karst near Brno, Czech Republic. The training will be run mostly in a natural environment and in cultural heritage institutions through practical exercises, peer evaluation and team work. It is based on the Interpret Europe methodology and delivered by certified trainers. The applicants must have previous guiding experience and be fluent in English. You can find more information [here](#).



The participation fee is 398€. Please note that all participants have to be IE members. For that reason we advise all to obtain membership prior to the submission. (In a need of assistance please contact us).

The fee covers training, accommodation, catering and study trips. The participants will be asked to transfer the preliminary payment at least two months prior to the course. The training will take place at the marvellous Kapráluv Mlýn scout environmental education centre in the Moravian karst. The venue already hosted a CIG course in 2016 and is conveniently located in the nature just ten kilometres from Brno. The

CIG  
Training  
2016  
Photo:  
Vicic

operation of the [Kaprálův mlýn](#) is eco-friendly and the venue possess a strong sense of place due to its rich history.

We are looking forward to meeting you in August! You can [check out](#) how we are preparing the course.

*Helena Vicic from Slovenia is an IE Certified Interpretive Guide trainer, studying interpretation at the University of the Highlands and Islands in Scotland. You can contact her at: [helena.vicic@gmail.com](mailto:helena.vicic@gmail.com).*



## **Congratulations to our newly certified guides:**

Maria Pilar Anglada Fort, Spain  
Renata Bott, Switzerland  
Regula Bücheler, Switzerland  
Monica Conrad, Switzerland  
Ricard Figuerola Sacasas, Spain  
Pavla Glosová, Czech Republic  
Severin Hohenegger, Switzerland  
Sònia Martí Barneda, Spain  
Anna Masdeu Lalanza, Spain  
Elisabeth Nübel-Reidbach, Germany  
Marc Pablo Planelles, Spain  
Franziska Peter, Switzerland  
Bàrbara Schmitt, Spain  
Yves Schwyzer, Switzerland  
Janja Sivec, Slovenia  
Rosemarie Walter, Switzerland



# Member Activities

Jan Van den  
Bossche  
(Belgium)

*How did  
they  
manage in  
former  
times?  
Photo: Van  
de Bossche*



## Buurten met erfgoed - 'Neighbouring with heritage'

**Primary schools in Flanders are taken on a search for the story behind their own neighbourhood. Teachers, parents and grandparents are joining forces with local and regional heritage, culture and nature workers.**

Primary schools do not sufficiently use the heritage available in their own neighbourhood as teaching material, in the first place because most teachers no longer live in the neighbourhood of the school. As a result, the school neighbourhood remains the great unknown to the teachers and children. On the other hand, as one of the participants of 'Buurten met erfgoed' told, is "an intense perception of local heritage, a sensation that goes deeper than Shakespeare and reaches higher than the cathedral". This project aims to strengthen and structurally anchor the ties between schools and local heritage.

### The stories behind things

'Buurten met erfgoed' places the school in the neighbourhood and brings the neighbourhood to the school. Pupils do actually have something to say about the environment they live in: about what they consider important, unimportant, valuable or unpleasant; about what they would like to change, or not. Children who look for the story behind the heritage, who learn to see the heritage in their own environment or 'learn to read' their own

environment, will be able to do the same later on with other environments or the big wide world. Becoming a world citizen begins with paying attention to our own environment.

### Old and new

Environment-oriented heritage education focuses on elements like dealing with complexity, amazement, emotion, the urge to explore, giving meaning, vision and talent development, identity, involvement, citizenship and care. Diversity and interculturalism are discussed as well, since everyone in the classroom has their own background, their own story. We use both old and new methodologies or teaching methods: stories, philosophising, critical and creative thinking, systems thinking, art initiation, new media, the creation of an environmental book, etc.

### 2012-2014: Trial projects

During the school years 2012-2014, trial projects were launched in a number of Flemish primary schools. The participating schools and some local heritage institutions jointly developed a heritage project about, with and in the school neighbourhood. One partner in the project was the school with its 'child experts', i.e. the teachers and possibly also parents or grandparents. The other project partners were 'heritage experts' from the neighbourhood, district, municipality or region, i.e. key figures, the municipal culture and

or heritage service, the local heritage society, local associations and museums, the regional heritage unit or the Regional Landscape which the municipality comes under. An external process advisor made sure the heritage experts tailored their provision or contributions to the school's needs.

### 2014-2017: Pilot projects with municipalities

During the school years 2014-2017 we provided more intensive support to all the primary schools in five municipalities. We involved the regional heritage partners more closely in the project and engaged the national youth service, Mooss, to supervise the projects in a more thorough and creative manner.

With the first pilot projects, 'Treasures in the school neighbourhood', we (re)discovered the heritage treasures, hidden or not, in the neighbourhood of local and primary schools in three municipalities. In a fourth municipality, we chose the 'landscape' angle with 'The landscape as storyline' and linked up with the project 'Open map' of

*These old  
games are  
pure fun  
Photo: Van  
de Bossche*



the Flemish nature and environment education centre, De Helix. This project intends to map how the landscape is experienced by its residents and visitors. 'Buurten met erfgoed' approached the project through the eyes of the children from the primary schools.

Our pilot project, 'Heritage in the mirror', in the fifth municipality dovetailed with the research project, 'Culture in the mirror', of the CANON Cultural Unit. The purpose behind this research is to develop a framework of reference for integrated cultural education.

### **Working together**

The project, 'Buurten met erfgoed', is financed by the Flanders Heritage Agency. The content of the project is monitored by a steering group with the participation of several national or regional heritage partners associated with heritage, sustainable development, cultural and environment education and local history.

*Jan Van den Bossche is an educator at the Flanders Heritage Agency, Belgium. He can be contacted at: [jan.vandenbossche2@pandora.be](mailto:jan.vandenbossche2@pandora.be)*

*It happened  
here  
Photo: Van  
de Bossche*



## For Youth: Opening Heritage to Open Minds

**A workshop was held in Sofia, in October 2016, focusing on attracting young people to heritage, universality of heritage, heritage based entrepreneurship and making a difference in local development.**

Young people from five EU countries gathered for a six-day long workshop near Sofia, surrounded by a sparkling brightness of autumn colours. The event was organized by the Center for Heritage Interpretation, within the framework of the Erasmus+ EU funded YCARHe project.

*All you need  
is love  
Photo:  
Kaisheva*



We discussed how to present heritage to a young audience, how to define the universal value of heritage and empower young citizens through it. We played nature games, and discussed heritage based entrepreneurship, and how the development of projects makes a difference in the development of the local community. During the workshop, we listened to each participant and discovered that everyone had a special and important future as a contributor to the sustainability of heritage. A particular strength was an ability to reveal meaning without defining it. We followed the principles of the HeriQ project interpretive guide throughout the workshop.

Our field studies took place at the Muzeiko Interpretive Museum for children and young people (where adults had fun as well!). We discussed the way artifacts were exhibited and interpreted at both the National History Museum and the Roman archaeological museum. The heritage at the Vitosha Nature Park was revealed to us and we discussed the concept of local food, old rituals and places, as ways of adding value to the identity of communities. We talked a lot about rural heritage reinforcement, personal development, communicating heritage (particularly the roles of interpreters and visitors). We also talked about differences in interpretative method and spin-offs of

cultural and natural heritage and the roles of objectivity and reality when creating interpretive stories. We studied Tilden – before and after and the new paradigms; forest gardens and farms, and employing heritage to work at individual and collective levels. We also looked at the ways children and adults can experience heritage together. We enjoyed learning whilst exercising how to re-vitalize heritage and make it more present in our lives.

We developed several concepts for achieving change for the local community, based on local heritage, which we discovered ourselves. We delivered our ideas to local citizens who were very grateful to us.

*We  
entertained  
ourselves at  
the  
children's  
museum  
Photo:  
Kaisheva*



*Margarita Kaisheva works for the Center for Heritage Interpretation in Sofia, Bulgaria, which is a partner of the Erasmus+ YCARHe project. She can be contacted at: [mborisova@bitex.com](mailto:mborisova@bitex.com)*



## Creating own apps for museums and heritage sites

**Did you ever want to create an own app for your heritage site but feel that this was far beyond your budget? Because this is too often the case, we thought about a solution.**

As a former service provider for developing mobile applications for different cultural institutions in Germany, we discovered a big gap between the theoretical requirements of museums and other heritage sites for adequate digital mobile solutions and the possibilities in the real world. This gap is mainly caused by the high costs of developing useful mobile applications on the one side and the available budgets on the other side, especially for small museums.

In Germany there are about 6,000 museums of different sizes. But only a few of them can accomplish mobile application projects. The same situation prevails in other countries. We realised that there was a certain blueprint behind every request.

So we analysed the requirements and planned to improve this constellation by developing an easy-to-use software based upon these requirements.

With this software - or building kit - museums, cultural institutions and natural and cultural heritage sites should be able to create apps themselves without the need for expensive agencies or programmers. We worked for over one year and came up with our solution called KULDIG, which stands for Kultur Digital - a German-English hybrid.

The institutions can initially define the basic aspects of the app, like audio guide or multimedia guide, target platform (Android and/or iOS) and so on. Afterwards, they select from different modules, e.g. map, list, qr-code scanner or information about the museum. Finally, the user adds content, like text, images, documents or audio and video sequences. The last step is to simply click a button and our software builds and distributes the finished app to the previously defined app stores. It is also possible to use the app in-house with its own hardware. For this case we also offer cost effective devices with special launchers based upon Android and iOS to institutions if it is needed.



Visitor using an  
app:  
Photo:  
Willkommen

Since KULDIG works like a so-called content management system (CMS), the user can revise and update the content as often as necessary or desired. It is also possible to add or remove certain elements, like venues or exhibits, at any time. These changes don't need any update via app stores and they can be made available to users immediately. Other more profound changes, like adding more languages to the app, do need to be distributed through the app store, but they are less frequently required and are still easy to handle.

So far, we have reached our aim to build a solution for closing the above mentioned gap and offer museums and other institutions the opportunity to create apps independently at a low cost level.

The official launch of KULDIG will take place in January 2017 with the possibility for 50 museums or cultural institutions to use our software free of charge for one year. But there is no time for rest; we want to go further with KULDIG. So we will add our own indoor navigation

solution in the first half of 2017. Furthermore, we plan to integrate augmented reality and other sophisticated technologies as modules from which the user can choose.

*Dennis Willkommen studied Ancient History, Latin and Sports management in Leipzig. He has been in the web and app business since 2011, is founder and CEO of DroidSolutions with its product KULDIG ([www.kuldig.de](http://www.kuldig.de)) and has also worked since 2013 as a lecturer for mobile marketing and app development. He can be contacted at: [d.willkommen@droidsolutions.de](mailto:d.willkommen@droidsolutions.de)*

## Nature and Cultural Heritage Interpretation in Ukraine

**Ukraine's first big event in the development of nature interpretation - A round-table "Outlook of Natural and Cultural Heritage Interpretation in Ukraine" - brought together a whole range of people. Find out how and why.**



CIG trainees,  
trainers and  
organisers  
Photo: Nemykina

The events of recent years in Ukraine radically changed Ukrainian society. These changes demanded new approaches in tourism, hospitality and recreation industry. Interpretation is an innovative and challenging approach for former USSR countries. Guides still provide a lot of factual information in the form of monologue instead of involvement with audiences, provocation of people's thoughts and bringing about behavioral changes. As an answer to these challenges, the round-table "Outlook of Natural and Cultural Heritage Interpretation in Ukraine" was organized by the NGO Ukrainian Environmental Club, "Green Wave". Green Wave worked in partnership with the US Forest Service and the National Association of Interpretation (NAI).

Besides discussions on the approaches of natural and cultural interpretation and comparison of national and international experiences, many strategic questions were raised. Of particular interest was the development of an Association of Interpretation in the country. The round-table also discussed how to build a network of experts and how to raise the profile of interpretation as a profession.

The resolutions passed by the round-table, included the following:

- to establish a Ukrainian Association of Interpreters;
- to initiate dialogue between public and governmental agencies for the development of the interpretation of natural and cultural heritage;
- to involve all possible stakeholders in further dialogue; and
- to establish partnerships with the UK's Association for Heritage Interpretation (AHI) and the USA's National Association of Interpretation (NAI).

As a next step, the advocates of heritage interpretation in the country received professional training. The experts of NAI provided two training sessions on heritage interpretation for 50 employees of protected areas, museums and NGOs. As a result, 15 participants in the training received NAI Interpretive Guide Certificates.



Participants of  
the round table  
Photo: Nemykina

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## Immersive play areas key to getting children involved

### **Making sure children are involved in nature is key to ensuring the future of wildlife**

This message is being wholeheartedly embraced by the Wildfowl & Wetlands Trust (WWT) at its centres at Slimbridge in Gloucestershire, UK, and Castle Espie in Northern Ireland, UK, where special immersive play areas encourage young visitors to empathise with nature.



Toad Hall soft play area at Slimbridge WWT  
Photo: WWT

WWT is one of the world's largest and most respected wetland conservation organisations, working globally to safeguard and improve wetlands for wildlife and people. Founded in 1946 by the late Sir Peter Scott, today wetland conservation work carried out worldwide is complemented with a network of ten UK Wetland Centres. Here, people can have close encounters with awe-inspiring nature – wildlife clusters near water, so there is always something to see at a Wetland Centre, every day of the year.

The centre at Slimbridge operates a wetland-themed immersive play area, called Toad Hall, aimed at pre-reception age children and older, while Castle Espie has indoor soft play in the Brent Play Barn. The idea for Toad Hall play came from the success of soft play spaces that we put into the Pond Zone at Slimbridge and pond room at Castle Espie around 2008. Building on this, it was decided to add a play space to the existing Toad Hall amphibian exhibit, in early 2015, with a soft play area being installed at Castle Espie at the same time.

Slimbridge Wetland Centre has since seen the addition of a new play space which gives children the chance to dress up, play games and enjoy the space provided. The idea was to make Toad Hall a celebration of all amphibians. I was thinking about mirroring and mimicry as I wanted the area to help children relate to amphibians, so there's a vanity suite with a dressing-up area and mirrors, plus frog costumes to help them transform, as transformation is such a big part of the amphibian story. There's also a small trampoline where youngsters can jump high like a frog, and the soft play area, which is designed around copying animal behaviour, all of which helps create empathy between children and other creatures.

There are exotic frogs toys in the play area, such as the rockers in the form of red-eyed tree frogs, but our native amphibians are very much part of the story too. I also tried to weave in some cultural elements so there's a seat with a frog throne, featuring a frog wearing a crown to tie in to the children's tale of the Frog Prince.

Also provided is a selection of familiar games in the table-top lounge area, themed around amphibians for children and adults to enjoy. Games are themed around classics: Newts and Ladders, Connect Frogs, Guess the Amphibian and lots of puzzles. To keep the zone fresh for people who revisit, these games are regularly rotated. It's all geared to helping children and adults become aware of and value amphibians.

Frog dressing up station  
Photo: WWT



Toad Hall was designed to enrich the experience for visitors with young children, with a capacity for 30 individuals, providing activities for them to spend around half an hour in the space before moving on to enjoy other areas of the site. It's great to see this area buzzing in the quieter times: during school term time, for example, Toad Hall is often busy, especially with its target group. Marketing at Castle Espie reported that peak visitation doubled after the play space was opened, and that gave me a good sense of the impact of the facility.

There are now plans to build on the success of Toad Hall and the Brent Barn, with proposals to put wetland themed immersive play spaces into projects for some



Frog transformation  
Photo: Môrafon

of WWT Consulting's international clients.

*Beth Môrafon is a Senior Consultant specialising in exhibit design for WWT Consulting; the UK's leading wetland consultancy and a subsidiary business of the charity, WWT. WWT Consulting ([www.wwtconsulting.co.uk](http://www.wwtconsulting.co.uk)) is the UK's leading wetland consultancy. It provides clients worldwide with visitor centre planning and design - masterplanning, design and interpretation for trails, heritage centres and natural history sites. WWT Consulting's team creates visitor centres that are financially sustainable, deliver their educational messages and attract visitors. All profits are returned to the parent charity, the Wildfowl & Wetlands Trust (WWT). Beth can be contacted at: [beth.morafon@wwtconsulting.co.uk](mailto:beth.morafon@wwtconsulting.co.uk)*



Laila De Bruyne  
and Inge De  
Geyter  
(Belgium)

## Interpreting reused historic buildings – can you help?

**Herita is compiling examples of best practice in heritage interpretation used in adaptive reused historic buildings. Please send us examples of good, fun, interesting, useful heritage interpretation that you have seen!**

The objective is to collect national and international examples of good interpretation in reused historic buildings so Herita can convince investment committees of heritage development projects of the importance of using heritage interpretation in the development of new (commercial) projects before, during and after designing plans for reusing heritage. In this first phase, we are just collecting good examples to advocate for heritage interpretation in reused historic buildings.

The examples could be of interpretation about both cultural and natural heritage and of different kinds of reused projects: restaurant, stores, living projects, companies, concert halls, theatres, schools, hospitals, markets, shops, offices.... The interpretation itself could come in many forms: text, pictures, sound, films, games, apps, architecture, interior design, partnership with local government or guide organisation,.... All these kinds of interpretation are of interest to us.

We are hoping that the collective membership of IE will be able to help!

Please send your best examples of heritage interpretation in reused historic buildings (in text and/or pictures) to Inge De Geyter at [inge.degeyter@herita.be](mailto:inge.degeyter@herita.be). Please also pass this message on to anyone you know who might be able to help in finding good examples.

Thank you!

*Laila De Bruyne and Inge De Geyter work at Herita, Flanders Heritage Association. Laila De Bruyne is Herita's event and fundraising manager. She studied history and cultural management and worked at the University of Antwerp as an education assistant before. You can contact her at [laila.debruyne@herita.be](mailto:laila.debruyne@herita.be).*

*Inge De Geyter is responsible for audience development and interpretation at Herita. She studied communication and film studies and started her career in the coordination centre of Heritage Days Flanders. You can get in touch with her at [inge.degeyter@herita.be](mailto:inge.degeyter@herita.be).*



# What's Going On Elsewhere

Steven Richards-Price  
(Wales, UK)

## AHI Conference 'Can interpretation change the world?'

### Did the conference deliver on its ambitious theme?

'Can interpretation change the world? - The art of making a difference' was the theme of this year's AHI conference in Belfast, and over the course of three days, a number of great speakers, including Professor Emeritus Sam Ham, provoked conversation and debate amongst over 100 delegates. This was reinforced by site visits to the award-winning Belfast Titanic Experience, the SS Nomadic (small ship) and The Ulster Museum, all leading to animated discussions and networking between participants.

I, and over 60 others, attended the pre-conference workshop, Using interpretation to influence behaviour, run by the internationally recognised and respected Sam Ham, who disarmed us with his opening statement, "I know what you're all thinking: Did my parents have a sense of humour?". Participants engaged in a lively workshop, tackling how interpretation can influence visitor behaviour, including creating their own poster on discouraging dog poo in an urban environment, putting into practice the points Sam had made.

We also had some great speakers. One of the conference sponsors, Mark Leslie from Martello Media, presented a unique perspective of Irish history through their recent exhibition on the GPO (General Post Office – occupied by Irish rebels in 1916) in Dublin, giving us a great insight into the complexity of Irish history and politics. In Mark Leslie's case, he told the poignant story of his older relatives representing five different political viewpoints, and the turmoil that caused.

We enjoyed a wide range of other great speakers, including Dr Antonieta Jimenez, all the way from Mexico – talking about human values in archaeological heritage, and Ria Dunkley, from Cardiff University, who delved into the motivation for 'dark tourism' – also known as 'thanotourism'.

The site visit to the Belfast Titanic Experience started with an insight into the creation of this leading visitor attraction from its director and how it, and the wider redevelopment of the former docks area of Belfast, has changed the perception of Belfast from a 'no-go' to a 'let's go' city. Its 'Europe's Leading Visitor Attraction 2016' award is well deserved and the 'Experience' gave us a real sense of the phenomenal scale of the construction, grandeur and ultimate tragedy of the Titanic.

Our other main site visit was to The Ulster Museum: a modern, dynamic attraction with fresh, vibrant and engaging displays telling the fascinating and troubled story of Ulster.

All this interpretive activity meant that participants were buzzing in conversation during the breaks, on bus transfers, and during the conference meals.

Group photo at  
AHI Belfast  
conference  
Photo: AHI



Sometimes I think we underestimate the power of interpretation. This conference showed that it definitely can make a difference.

*Steven Richards-Price is Visitor Experience Manager for Natural Resources Wales in the UK, former Chair of the Association for Heritage Interpretation (AHI) and a former Supervisory Committee Member of Interpret Europe. He can be contacted at: [steven.richards-price@cyfoethnaturiolcymru.gov.uk](mailto:steven.richards-price@cyfoethnaturiolcymru.gov.uk)*



Beth Môrafon  
(UK)

## Can interpretation change the world? The AHI conference

**A personal view, by a first-time attendee, on the 2016 AHI conference held in Belfast. The theme “Can interpretation change the world” led to sharing stories, ideas and big debates.**

Following our arrival, we begin with a paper from Mark Leslie from Martello Media. He opens for us the complex history of Ireland with an insight into the Dublin General Post Office (GPO) exhibition titled “Letters, Lives and Liberty”. The exhibition focuses on Donnelly and other key players, who are famous for their role in the Easter Rising. Personal stories and narratives form the core of the exhibition content. Visitors and communities are then invited to thread these stories back to their own family tree. The GPO site itself is a National Monument (as well as a working post office!), instrumental in Irish history, providing an anchor for understanding personal and political history. As the story of the exhibition unfolds, I’m surprised to realise that even I know a descendant of Donnelly and this somehow seems to be what the exhibition is about: building our personal sense of interconnection with history.

Later in the day we are treated to the powerhouse that is Sam Ham. With dynamic delivery, he reveals ways of changing public behavior by examining why people neglect to follow interpretive instruction or guidance. He encourages us to examine, through research, what drives the actions of our audiences. He promotes a process that identifies ways of speaking directly to an audience’s interest, rather than falling back on our own logic. He tells us that we can’t assume that other people think like us, suggesting that we, as interpreters, are not like other people. Somehow, in our quest to change the world, that seems reassuring to hear.



*Modern and historic meet at Titanic Belfast  
Photo: Môrafon*

The following day our excursion brings us to a vast building that rises up from a pristine spit of dockyard, that is the birthplace of the Titanic. It bursts from the ground, metallic and angular. The building simultaneously depicts the ship, the iceberg and the moment of their final reckoning – its exterior is interpretive in every way. We step inside its vast hull to be quickly ushered into lifts and delivered to the top-level conference suite, framed by sheer, panoramic dockland views. The introductory speech highlights the methodologies behind the exhibition, brought about by the absence of historical artifacts. In this respect, we are informed that the site is not promoted as a museum, instead it is marketed as location-based experience. The exhibition winds down, level by level, from stories of the ship’s creation to its final sunken remains in the murky depths.

Above all, however, this experience is a celebration of the industry and craft born of this place. I particularly enjoy the design details of the construction, especially in relation to the workers’ stories. The few fragments of historic items, such as the child’s letter stowed safely in the father’s coat pocket, stood out as special within this reconstructed world. The site is enriched by the petite SS Nomadic, the last White Star Line ship in the world, which sits like a baby sister in the original dock where she was built. Her materials, smells, corrosion and rich interpretation bring an immediacy and sense of



time that only archival objects can provide. Many of us note the tiny aperture within the exhibition that frames the tragedy of the Titanic that we all know so well. But this is an exhibition about celebration, pride and homecoming. In that respect, it has changed the way that Belfast is seen and has made a huge impact on tourism for the city.

Next, we make our way to Ulster museum, which is almost the exact opposite to the Titanic, with its hoards of ancient artifacts and historical objects. The site has recently been redeveloped with fresh white spaces to house eclectic exhibits that are grouped by meaning, in gorgeous collections. I am mesmerised by the beautiful spaces created for engagement. On the top floor, overlooking the park and city, is an arts studio for families. A long desk-bench houses still life objects on a central plinth as the focus of the room. Off in a side room families can step into scenes from the great masters of Ireland that have been brought to life by visitors in a life size 3D painting. Other family engagement rooms include a history space and a natural history study. Each room is homely, welcoming and studious. It feels like the kind of place that changes the way a new generation grows.

On our final day, we hear from The Whole Story, who breeze onto the stage with performance style delivery. Their approach reflects how they like to 'shake up' guided tours and bring new life to old material. We hear of the change they delivered in the new guided tours at Bletchley Park. The tour is arranged to embed stories into the physical landscape; visitors are hearing about the spaces that they can also see. The tours went from receiving extensive complaints to achieving rave reviews.

Finally, we hear from Tandem Design, who tell us about the new Seamus Heaney Visitor Centre, "Homeplace". The Centre had just opened the previous week. Many people questioned whether Heaney's home place, a tiny village, was the right place for a visitor centre. Would people travel to visit the site if it was set in the remote countryside? On returning home, I discovered that my parents, who live in Wales, visited the site for its opening. They were on a pilgrimage to poetry, having read about its opening in the newspaper. They stayed for almost week, visiting the centre every day to discover all they could about Seamus Heaney. Now that tells me that, corner-by-corner, interpretation can change the world.

We heard about so many lovely projects making a difference and these are just a few that stood out for me.

*Beth Morafon is a Senior Consultant for WWT Consulting, a subsidiary business of the conservation charity the Wildfowl & Wetlands Trust (WWT). She recently moved to the business wing of the organization, having spent 17 years designing and managing interpretation projects for WWT's UK visitor centres and reserves. She can be contacted at: [beth.morafon@wwtconsulting.co.uk](mailto:beth.morafon@wwtconsulting.co.uk)*





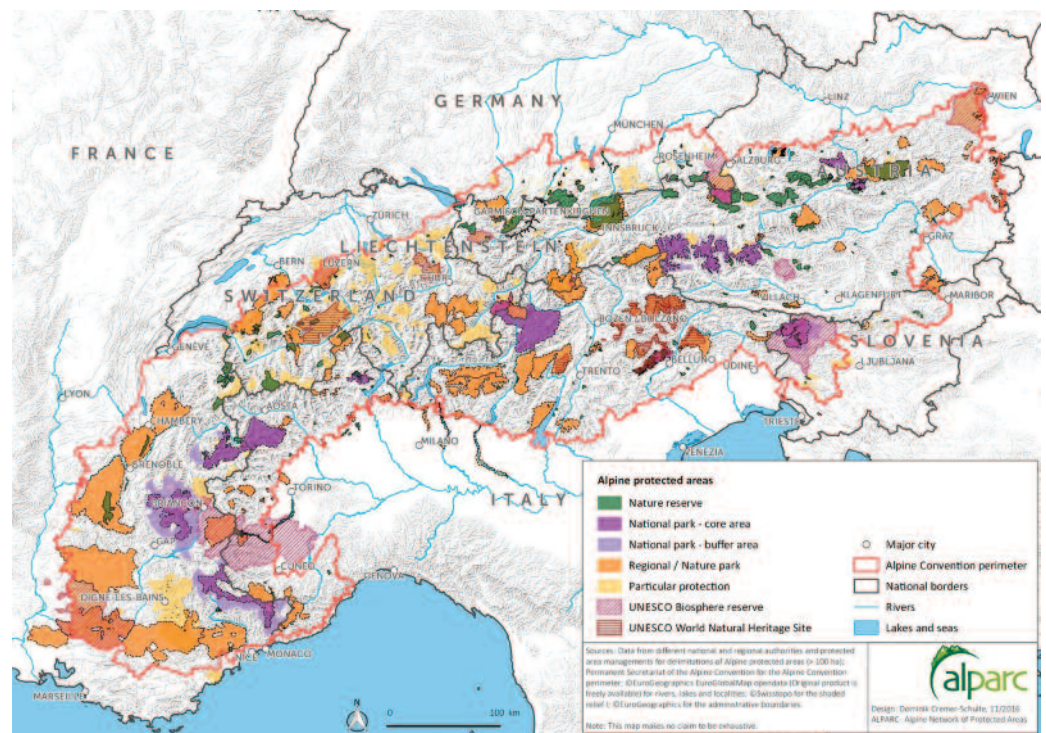
## Introducing ALPARC

**ALPARC is one of our IE Partners – find out more about the Alpine Network of Protected Areas**

ALPARC, the Alpine Network of Protected Areas, gathers all categories of protected areas of a large size within the Alpine Convention area. Since 1995, it permits an intensive exchange between managers and technical staff of the alpine parks, nature reserves, biosphere reserves, tranquility zones and many other kinds of protection, and also with organisations and institutions of nature protection, local actors, populations and scientists.

In 2016, 923 large protected areas (over 100 ha) were identified in the Alpine area, which together cover about 30% of the Alpine space (Alpine Convention area). This includes:

- 13 National parks
- 96 Regional/ Nature parks
- 263 Nature reserves
- 13 Biosphere reserves
- 4 UNESCO World Natural Heritage sites
- 11 Geoparks
- 534 other kinds of protected areas (of various status, which sometimes overlap existing protected areas)



The main goal of ALPARC is the concrete application of the protocol of the Alpine Convention: “Nature conservation and landscape management”. The signatory countries of this international treaty are Germany, Austria, France, Italy, the Principality of Liechtenstein, the Principality of Monaco, Slovenia and Switzerland.  
[link for Alpine Convention: ]

The aim of ALPARC is to promote the exchange of expertise, techniques and methods among the staff of Alpine protected areas. The association initializes and facilitates realizing common projects among the Alpine protected areas and performs their international coordination that a single protected area couldn't afford.

The work falls under the following three main headings:

- Biodiversity and ecological connectivity
- Regional development and quality of life
- Mountain environmental education and youth

The main works headings contribute to face global problems, such as climate change, biodiversity conservation, sustainable development, and to raise awareness among the

public, in particular the youth, about the environmental challenges in a global context. ALPARC's main activities focus on the following sectors: services, projects and events.

Projects and activities in the field of Mountain environmental education and youth ALPARC gathers staff in charge of education in Alpine protected areas within a working group created in 2008 and dedicated to the topic of Mountain Education, to support the exchange of experiences, know-how and best practices and also the development of joint activities and projects. At the occasion of the last workshop of this working group, which took place in October 2016 in the Mercantour National Park (France), we had the chance to welcome Markus Blank and to benefit from a presentation and an outdoor session dedicated to Nature Interpretation, which was very much appreciated by all participants. This was the occasion for most of them to learn also about Interpret Europe.

The main current or starting activities of this work field are manifold:

- Youth at the Top

initiative: every summer on the same day, young people meet in several protected areas and natural sites simultaneously throughout the Alps and Carpathians in order to share a physical, human, cultural and artistic collective experience in the mountains (2 days, 1 night). The event aims to heighten young people's awareness of mountains and their natural and cultural environment; to help them to feel connected to mountains through feeling,

observing, playing, encountering, imagining, dreaming or self-expression. Have a look at the video clip of 2016 at [www.youth-at-the-top.org](http://www.youth-at-the-top.org) and pictures of past events at [www.facebook.com/YATEvent/](https://www.facebook.com/YATEvent/)

- The Alps in my backpack: this joint pedagogical tool developed by the working group consists of a map of the Alps and their protected areas printed on a large fabric sheet that can easily be folded and transported in the field. It aims to enrich any animation with a more international, alpine, approach to open minds and awake curiosity about the Alpine area in its whole. It will be tested in the field during the 2017 season and completed step-by-step to result in a joint collection of free resources for download at [www.alparc.org/backpack](http://www.alparc.org/backpack)

- YOurALPS: "Educating Youth for the Alps: (re)connecting Youth and Mountain heritage for an inspiring future in the Alps" is an Interreg Alpine Space project developed by ALPARC, as Lead Partner, taking up the challenge in reinforcing mountain education and making young people more aware of the natural heritage and culture of the Alps in a durable way.

- GaYA: "Governance and Youth in the Alps" is also an Interreg Alpine Space project, running from 2016 to 2018, in which ALPARC is a Partner. Partners will unite their forces and skills to develop the governance of young people in the Alpine space. Urban and rural sites will be supported to encourage the participation of groups of young people in order to contribute to reinforcing the capacities of political decision-makers to involve the young, as citizens, in the decision making process. Find out more about the two Interreg Alpine Space projects here: <http://www.alparc.org/news/news-from-the-network-alparc/item/751-3-new-interreg-alpine-space-projects-for-alparc>

ALPARC is looking forward to perhaps finding ways of cooperation with Interpret Europe in the future!

You can find out more about ALPARC from the website: [www.alparc.org](http://www.alparc.org) and from the Facebook page: [www.facebook.com/Alparcnetwork](https://www.facebook.com/Alparcnetwork)

Your contact for the topic of Mountain education is Marie Stoeckel. She can be contacted at: [marie.stoeckel@alparc.org](mailto:marie.stoeckel@alparc.org)

Youth at the  
Top  
Photo:  
Stoeckel



## News from NAI National conference, 2016

**Every year the US National Association for Interpretation (NAI) organises a big national conference. I have managed to attend three of them - Reno, 2013, Virginia Beach, 2015 and Corpus Christi, 2016. The last one was very special and meaningful.**

I would like to tell you about some main trends I have noticed. This year they celebrate the 100-year anniversary of the National Park Service (NPS) in the US. We know very well that ideas of heritage interpretation were born in this "cradle". Now there is a real industry of natural and cultural interpretation where NPS, NAI and some university schools are playing a leading role. NPS is launching a new document this year - "Foundations of 21st Century Interpretation". NAI is doing something similar from its side. It was like the mainstream of the conference.

NAI staff, together with their members, started a process of on-going evaluation of professional standards and best practices in interpretation. They are working on competency descriptions of experience or job title, with an expectation for on-going learning, practice, feedback and accountability. A few main interactive sessions of the conference were dedicated to defining new interpretation standards. They asked participants, "whether you're a host, guide, interpreter, trainer, planner, and/or manager, this focus group needs your input! So, what defines you? We are waiting to hear." Feedback was very good. Similar meetings are planned during next year all over the country. NAI people hope to finish this great project by the end of next year and to have new standards of this outstanding profession of interpreters.

Another trend I noticed was the growing popularity of IT technology. 15% of all sessions were dedicated to IT; different software, apps, devices, virtual maps, etc. are used as interactive media for a site's resources to reach new audiences. Augmented and virtual reality is becoming a part of the experience in interpretation. It might be time for all of us to embrace how technology can help us reach our interpretive goals as an augmentation to firsthand experiences.

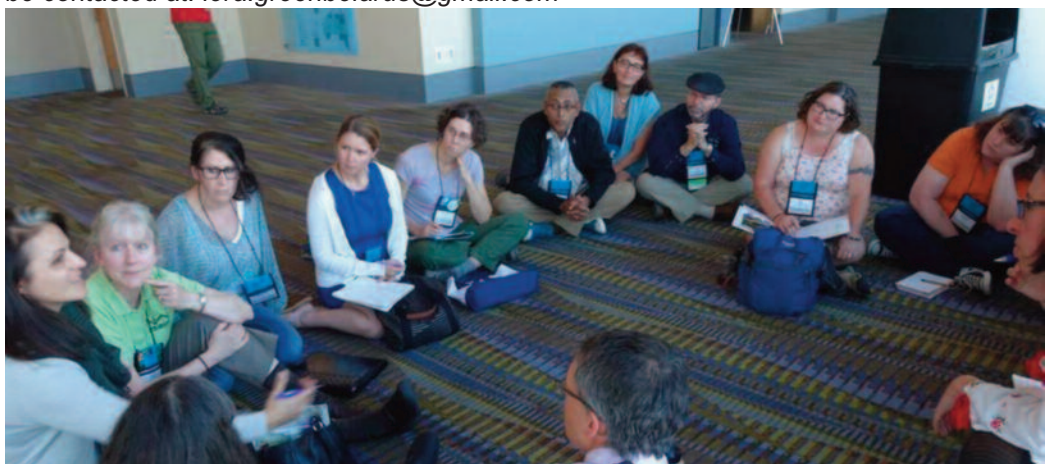
There were a good portion of sessions dedicated sustainability issues. One of the keynote speakers, Dr. Larry McKinney from Harter Research Institute, raised the question about the role of science. He believes that science and scientists have a lot to learn from interpreters.

Keynote speaker Walt Dabney inspired everybody. When he was 23 years old he travelled with Freeman Tilden (87) as his assistant on a long journey. They travelled 50,000 miles together by car or train, visiting parks and holding meetings. Walt shared a lot of stories and personal histories from that period.

I was very pleased to see that NAI staff promoted next year's IE conference in Scotland on its desk. Many people from the NAI tribe are intending to join us in October 2017 to discuss 21st Century interpretation skills and competencies.

*Dr. Valeria Klitsounova is the IE Country Coordinator for Belarus. She is Chair of the Board of the NGO "Country Escape", and Associate Professor of the Belarusian State University. She is an author of the very first book on interpretation in Russian. She can be contacted at: [lera.greenbelarus@gmail.com](mailto:lera.greenbelarus@gmail.com)*

NAI workshop  
Photo:  
Klitsounova



## Dare to open the doors for young and old

**In October, the European Historic Houses Association gathered in Brussels for its annual conference. The title, Education, Training and Innovation for better management of Historic Buildings, set some high expectations.**

While management of historic buildings usually talks of conservation methods and restoration projects, the title of this year's conference of the EAHH promised something else. And promises were kept! I went home remembering especially elements from the keynote address, given by Martine Reicherts, Director-General for Education and Culture at the EU Commission. She gave the participants more than enough to think about.

*Choose the story you want to tell*  
Photo: Herita, Jeannette Van Assche



Ms. Reicherts launched a call to prepare ourselves, as owners or managers of historic houses, for 2018 - the European Year of Cultural Heritage (EYCH). To make the year worthwhile we need another mind-set, she said. If we want to give our heritage a future, we need to involve more young people. Open the doors as wide as we can to let them in, and let them think along. The EYCH is an opportunity to show how we can do this differently. To share initiatives that are really happening and not just preaching

about it. Don't be afraid to let the youth on board. Youth movements all over Europe are in charge in very different domains. It is this army of young people that can make a difference. It is important to recognise that youth uses the public domain differently; there is a shift from 'ownership' towards 'sharing'. Think about AirBnB and the system of city bikes in different cities all over Europe. Maybe we can find ways, also in historic houses, to let young people make this shift. We have to learn to look at our historic sites differently, and not be afraid to let young people take charge.

As a speaker on the panel discussion on Education and training initiatives, I was very happy to support the message Ms. Reicherts tried to convey. As manager of Audience Development for Herita, I am very fortunate to develop programs for different audiences in our heritage sites. Three years ago, we started in one of our sites by renewing the offering for families. Some people asked me why we started by focusing on children. Children will damage the place. Children are loud, they will disturb other visitors. We don't want to be an amusement park for heritage. So I asked the members of the EAHH, and you for that matter, how can we make sure that not only we, as people with a heart for heritage, love these beautiful sites we live and work in? How can we make sure that the children of today are the heritage-carers of tomorrow?

Studies have shown that it is of crucial importance to reach people at a young age if you want them to love something. But how do you do that? How do you reach young people without losing sight of the story you want to tell? How do we avoid becoming a Heritage Disneyland but still offer something that children and families will enjoy?

*What does your audience want to experience*  
Photo: Herita, Stefan Dewickere



My advice? Ask them. Ask the target groups you are aiming at what they like, what they need.

My second piece of advice: ask yourself. What do you need? What are your concerns and hopes? Your goals and expectations? Your fears? Lay them out and make them as specific as possible. Ask yourself also what your heritage site needs. What are its limitations? What do your co-workers, employees, partners need? Ask them. Look for all the input you can get. And then, find the common ground in these needs.

And how do we make sure people not only enjoy our heritage site, but learn something? How can we make them remember the heritage value that's so crucial?

Recommendation number three: Make it visible and make choices. Make visible what makes your site unique. Which unique stories and features make your house or site special? Why should people come to your castle and not to any other castle? It's not always about princesses and dragons. But that doesn't have to be a bad thing. Make



choices in the messages you want to convey. What can't you see or experience anywhere else? What is the story of your specific site? Talk about it, define it, shape it, choose.

And finally, the last piece of advice: involve others. Look around you. You are probably not alone. Who can help you? Who is in the heritage community around your site and is willing to be involved? Talk to employees, volunteers, neighbours, local authorities, schools around you, family communities. Don't be afraid to give up a bit of the control. Since you've made clear before what your own needs, goals and limits are, as well as those of your heritage site, you'll be able to let others in to work with you. You've set the framework.

Let your heritage community be involved, make the new offering their offering, and they'll become the best ambassadors of your heritage site. And this is priceless. So, I would like to round up, by encouraging you to take the challenge and try to reach out to young audiences:

- Find the needs & wants – ask around
- Define the uniqueness and value of your heritage site
- Involve people around you – work together

*Barbara Struys is responsible for Audience Development at Herita in Flanders. Barbara works on heritage interpretation and audience development in the sites run by Herita, but also supports other heritage organisations in this matter. She can be contacted at: [Barbara.struys@herita.be](mailto:Barbara.struys@herita.be).*



Dragana  
Kostica  
(Serbia)

## Walking tours interpret industrial heritage of Belgrade

**Tourism is growing in Serbia and this is a new way to see and experience the industrial heritage of our cities, in the footsteps of the locals**

In the post-socialist cities, industrial heritage tends to be located in the inner-city since those locations were suitable and easily accessible to the workers from all neighborhoods to come to their workplace. Belgrade, as the capital of the former SFR Yugoslavia, has been in transition since the 2000s. With many derelict former industrial quarters and unused spaces in the downtown, some parts of the city started developing once again, aided by bottom-up strategies. Established in 2015 by the online magazine "Still in Belgrade" and NGO "Aesop", Creative walking tours tend to interpret the narratives of former industrial areas such as Savamala and Lower Dorcol. Through visual observation and stories, creative tours tend to not only revive historical and geographical facts about these quarters but also to explain the contemporary usage of industrial heritage.

KC Grad  
Photo: Velinov



Besides the effects of the war economy, the urban growth of the Serbian capital has been determined by dramatic social, economic and political impairment, as has been the case with the other post-socialist transitional cities in Central and Eastern Europe. The rapid shift from a communist regime to a neo-liberal economy has hindered the urban development in Serbia and led to political and social instability and inconsistent planning systems. With an onset of bottom-up development of Savamala starting in 2008 and the spill-over effect caused by it influenced regeneration of industrial heritage in Dobračina Street in

the Lower Dorćol, and since 2015 re-usage of the former BIP beer factory in Cetinjska Street in the same neighborhood, Belgrade started producing more authentic spaces for people to get together and consume culture, music, food and coffee to name but a few.

Since the year 2000, tourism started growing in Serbia, particularly in the capital. According to statistics of TOS-Tourist Organisation of Serbia it increases around 15% each year. The Government of Republic of Serbia in the tourism sector sees an opportunity for development, and considers it an important part of the local economy, but also as a rather important factor for building up the new image of the country. As stated by Euronews, Serbia has a potential to become a leading tourist destination in the Balkans. Respectable media worldwide, such as the Guardian, Business Insider, NY Times and the like, have covered the stories on the revival of industrial spaces in Belgrade and the birth of creative and “hipster” districts a number of times so far.

A good portion of tourists in Belgrade are amongst those who are 20-40 years old and they are very much interested in experiencing the city the way the locals do and get an insight into what is going on at this particular moment and not just visit traditional tourist places of interest. Therefore, the goals of creative walking tours are to point out the new creativity, street art and cultural scene which seem to have been on the rise in Belgrade as of recent times and to showcase up-and-coming and mix-used creative quarters. Creative walking tours are available throughout the week by appointment via email: [stillinbelgradetours@gmail.com](mailto:stillinbelgradetours@gmail.com). The duration is from 2 to maximum 4 hours.

*Dragana Kostica is the Belgrade-based editor in chief and founder of Still in Belgrade art, culture and club scene magazine. She holds a Master of Arts in Cultural Policy and Management in Arts (MA of Arts) and a Bachelor degree in Archaeology. Currently, she is searching for the right PhD programme. Her research interests are focused on creative industries, creative cities, cultural heritage, marketing in culture and media. She can be contacted at: [draganakostica1987@gmail.com](mailto:draganakostica1987@gmail.com)*



Photo: Kev Theaker

Dijana Pita Costa  
(Slovenia)

## European funding opportunities

**Are you looking for funding to start your PhD studies? This call might be what you are looking for, but hurry!**

The project CHEurope: Critical Heritage Studies and the Future of Europe is inviting candidates to fill in 15 PhD positions across Europe by 16th of January 2017! The project is supported by the EU under the Marie Skłodowska-Curie actions (MSCA) - Innovative Training Networks (ITN) and is a result of a collaboration between universities and heritage institutions in Sweden, the United Kingdom, the Netherlands, Portugal, Spain, Belgium and Italy. The program will start in April 2017 for a duration of 36 months. PhD positions will cover five themes where cultural heritage is undergoing profound change, such as Heritage Futures, Curating the City, Digital Heritage, Heritage and Wellbeing and Management and Citizen Participation.

Application details can be found on the Euraxess website:

<https://euraxess.ec.europa.eu/jobs/160459>.

More information on the project can be found here:

[http://cordis.europa.eu/project/rcn/205609\\_en.html](http://cordis.europa.eu/project/rcn/205609_en.html).

We endeavour to keep you informed of any funding opportunities which may assist your projects, so keep an eye on this section for future updates of potential funding sources. For any queries or if you know of a funding source in your area which could be advertised to help others, please contact Dorothea Papathanasiou at: [dorothea.papathanasiou@aegean.gr](mailto:dorothea.papathanasiou@aegean.gr)

# IE Announcements

Bill Taylor  
(UK)

## IE-AHI conference 3-6 October 2017: Join us in Scotland

Making connections: Re-imagining landscapes is the theme. Join us in Inverness, capital of the Scottish Highlands, and enjoy roaring stags, late running salmon and a warming whisky with old friends and new.

Communicating the values we bring to, but also take from, our landscapes is a vital task for heritage interpreters; be this in the wilder uninhabited regions or in cultural landscapes inhabited by humans for millennia. The European Landscape Convention recognises the strategic importance that landscape now holds. Heritage interpretation is uniquely placed to support an integrated view of landscape, weaving together natural and human heritage. This conference will highlight the power and potential of our multi-disciplinary approach in enabling people to find meaning, value and ownership in landscapes, past, present and future.

Urquhart  
Castle  
Photo:  
Taylor



We will look at:

**1. Landscapes as a meeting place**  
Landscapes allow us to discover new meanings; in ourselves, in other people and in the environment. We shall consider the role of interpretation in creating connections with nature, with people or with place.

**2. Landscapes for life support and livelihoods**  
Landscapes supply essential natural resources, including air, water, food, timber and minerals. Human use of these resources shape the landscapes. We will examine interpretation that explores people's connections with the physical aspects of landscape.

### 3. Landscapes as wilderness

Landscapes provoke powerful responses. The idea of 'the wild' has captivated people for generations, through folk stories to modern tourism; influencing music, literature and philosophy. What are wild landscapes and how are they changing? What do concepts of wilderness or wildness mean and how is wilderness being protected? We shall reveal interpretation projects that explore wild landscapes and what they mean for people and society.

Along with the usual keynotes and parallel sessions there will be a selection of full day visits - the hardest task will be deciding which trip to take! These will include:

- Cairngorms National Park – the largest National Park in the UK covering 4,500 sq km and home to 17,000 people. With 50% of the Park protected by Natura 2000, it is a model for engagement of local communities. The Park has a strategic approach to interpreting its heritage values, with partner organisations and communities sharing the same messages to 1.6 million visitors.

- Beinn Eighe and Knockan Crag National Nature Reserves (NNR) – both these sites are in the mountainous and scenically stunning North West Highlands. Both sites have recently upgraded interpretation. Beinn Eighe, a UNESCO Biosphere Reserve, is the oldest NNR in the UK and has been actively welcoming visitors for nearly 50 years. Knockan Crag, one of the World's most important locations for understanding the geology of our planet,

has outstanding geological interpretation.

- World renowned landscapes around Loch Ness, including the historic Urquhart Castle. We will also visit the battlefield of Culloden with its evocative visitor centre telling the story of how this battle changed the cultural landscape of the Highlands of Scotland forever.

Inspiring presentations and visits, provoking keynotes and the chance to share experiences with interpretive colleagues from around the World - this is an event not to be missed!

*Bill Taylor is the Conference Coordinator for IE. Further details of the conference will be announced in due course. Bill can be contacted at: [bill@billtaylorassociates.co.uk](mailto:bill@billtaylorassociates.co.uk)*



Michal Medek  
(Czech Republic),  
Helena Vičič  
(Slovenia)

## Crossing borders: Join us at our spring event in Prague

To achieve excellence in European heritage interpretation, cooperation is key. For all who like to discover the best ways to do that, SIMID organises Interpret Europe's first spring event from 19-21 May 2017 in Prague.

Across the continent, heritage interpretation enjoys varying degrees of recognition as a profession. In order to unify the quality of our work and training we are striving to enhance cooperation and cross the borders that divide us.

SIMID, the Czech Association for Heritage Interpretation, is pleased to invite interpreters from all over Europe to Prague to enjoy Interpret Europe's first spring event. It will take place at Toulcův dvůr, a historic farm estate which has recently been transformed into an ecological learning centre. The event will encompass keynote speeches as well as workshops and presentations in parallel sessions of three strands. The conference will also include study visits to Prague in order to discuss heritage interpretation on site.

IE coordinators and their teams are invited to arrive on 18 May, one day in advance, to get into an exchange and to discuss how Interpret Europe can develop its internal structure. IE certified trainers (CIGT) and guides (CIG) are invited to two pre-event courses in order to improve their skills:

- 16-18 May: Interpretive Guide Trainer Course for CIGs – For more info [visit...](#)
- 18 May: Interpretive Host Trainer Course for CIGTs – For more info [visit...](#)

For the full programme click [here](#).

For the parallel sessions, we ask for papers focusing on two subjects:

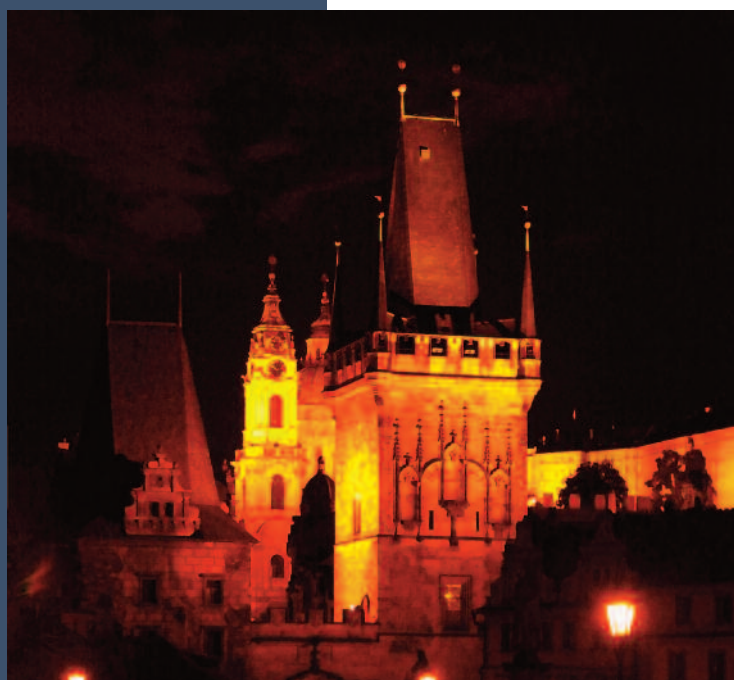
### 1. Reaching for excellence: Heritage interpretation in higher education

The differences in recognition of heritage interpretation are reflected in its status as an academic discipline and its representation in the course offering of higher education institutions. Heritage interpretation as a separate degree course is still the exception. As a module it is situated within diverse disciplines. Consequently, the approach to teaching and research is varied.

We invite papers that reflect the diversity of heritage interpretation at higher education institutions across Europe. In particular, we are interested in:

- Insights into the quality of teaching and interpretation
- The impact of where heritage interpretation is

Prague, Charles  
Bridge Towers  
Photo: Schichtel



situated within higher education institutions on course content and research

- The existing and/ or potential linkages between practitioners and professional organisations on one hand and higher education institutions on the other.

## 2. Turning challenges into opportunities: Heritage interpretation in Eastern Europe

Billions of Euros are being invested in Eastern European countries through EU structural funds, parts of the investment support heritage conservation and interpretation. New exhibitions, museums and visitor centres are being built, tens of thousands of interpretive panels erected. Who is delivering the projects, how is the quality assessed and what know-how is used?

We are looking for papers dealing with the following topics:

- Grant support available to heritage interpretation projects in Eastern Europe and policies behind the grants
- Good practices in delivering heritage interpretation projects across the whole of Europe
- Fostering policies that improve the quality of heritage interpretation projects.

Practitioners are welcome as we will also be discussing business opportunities in the field of heritage interpretation across Eastern European countries.

In both strands we would encourage authors to also explore future opportunities and threats regarding their topic. Proposals for papers are due by 28 February 2017. [Submit an online form](#). The proposals will be assessed by an event committee in order to achieve the maximum event output.

### Reaching out: Interpret Europe's training programme

Interpret Europe's Training Team will contribute to the parallel sessions by introducing small "tasters" of its training programme. One focus will be on courses and modules that already run in different European countries, such as the CIG course for guides, the CIGT course for guide trainers, and the CIH course for interpretive hosts. Another focus will be on courses and modules that are being prepared for the immediate future (about interpretive writing, interpretive planning and live interpretation). All these offers will be introduced as workshops by IE certified trainers.

### The venue

Toulcův dvůr is a former farm with its first written record as far back as 1362. It keeps its charm although it is now surrounded by a newly developed neighbourhood. Its ten hectare area includes paddock, orchard and a park making it a nice natural oasis in the Czech capital. It is run by a conglomerate of NGOs and is buzzing with events every day of the year.

### Participation fee

The participation fee for the event (without pre-event courses) will be:  
€99 for early bird members (registration by 31 March 2017)  
€119 for members registering after 31 March 2017  
€139 for early bird non-members (registration by 31 March 2017)  
€159 for non-members registering after 31 March 2017

The participation fee covers the complete programme, meals and study visits. Not included in the price are the Saturday dinner in Prague and accommodation, which are based on individual choice.

Please be aware that the number of participants is limited to 80.

The registration will open on 16 January 2017.

### Accommodation

Accommodation is not included in the event price. Participants can choose from three accommodation standards within ten minutes' walk/drive from the event venue:

- Hostel style accommodation with shared bathrooms starting from 10€/night.
- Medium priced 2\* hotel starting from 15€/night (transport to the event place will be provided).

- Top 4\* hotel starting from 59€/night.

SIMID has made reservations in these venues and will assist participants with bookings.

We do hope to meet you in Prague.

You can find the event programme and more details at [www.interpret-europe.net/events](http://www.interpret-europe.net/events).

The event is being managed by a Czech-Slovenian international team. Michal Medek is the Event Manager while Helena Vičič is responsible for communication with participants and will be your main contact.

*Michal Medek teaches heritage interpretation at Masaryk University. He is a board member of SIMID and an IE Certified Interpretive Guide Trainer. Among other academic credits he achieved postgraduate certificate in interpretation at the University of Highlands and Islands (UHI). You can contact him at: [michal@medek.us](mailto:michal@medek.us).*

*Helena Vičič from Slovenia is an IE Certified Interpretive Guide Trainer, studying interpretation at the University of the Highlands and Islands (UHI) in Scotland. You can contact her at: [helena.vicic@gmail.com](mailto:helena.vicic@gmail.com).*



## Welcome to our new members

### Organisation members

Consorzio Universitario per la Ricerca Socioeconomica e per l'Ambiente (CURSA), Italy  
Turistička zajednica općine Tar Vabriga, Croatia

UNESCO Chair of Museology and World Heritage  
at the Masaryk University Brno, Czech Republic

Foundation of Haapsalu and Läänemaa Museums, Estonia

### Corporate members

DroidSolutions UG, Germany  
Wildfowl & Wetlands Trust (Consulting) Ltd, UK

### Individual members

Jean-Michel Andre, France  
Maria Pilar Anglada Fort, Spain  
Walter Benjamin, France  
Yvonne Bleiker Grunder, Switzerland  
Renata Bott, Switzerland  
Regula Bücheler, Switzerland  
Antonio Cangelosi, Italy  
Fabio Collepardo Coccia, Italy  
Monica Conrad, Switzerland  
Denis Detling, Croatia  
Johanna Eisank, Austria  
Ricard Figuerola Sacasas, Spain  
Hlias Fotakis, Greece  
Severin Hohenegger, Switzerland  
Eleni Kiriotti, Greece  
Ute Linden, Germany  
Nikoleta Malliou, Greece  
Kelli Malone, Ireland  
Sonia Marti Barneda, Spain  
Anna Masdeu, Spain  
Emma McNamara, UK  
Maurizia Moglioni, Italy

Jorge Morales Miranda, Spain  
Marc Pablo Planellas, Spain  
Eleni Papadopoulou, Greece  
Franziska Peter, Switzerland  
Barbara Schmitt, Spain  
Yves Schwyzer, Switzerland  
Barbara Struys, Belgium  
Eleftheria Tantsouki, Greece  
Amalia Topalopoulou, Greece  
Dragan Urbaniak, France  
Rosemarie Walter, Switzerland

We currently have no members from the following countries: Bosnia and Herzegovina, Estonia, Iceland, Lithuania, Luxembourg, Moldova, Montenegro, Portugal, Serbia, and Slovakia. Do you have any personal contacts in these countries who would benefit from being a part of IE? If so, introduce them!

## Welcome to our new coordinators

This time we welcome three new coordinators to our team, bringing the total to 13. If you would like to join the team and support the IE Management in reaching our goals, please contact Thorsten Ludwig at: [tludwig@interpret-europe.net](mailto:tludwig@interpret-europe.net)

### Bill Taylor is the new conference coordinator



Conferences are a vital meeting place for our membership and for rekindling the fires of inspiration that drive us forward in our work. I am delighted to take on this important role.

I am based in the Highlands of Scotland and have a strong commitment to international cooperation and the growth of Interpret Europe. For the last nine years, I have run my own consultancy in tourism, heritage and interpretation. For 20 years, I have been actively involved in promoting the use of effective interpretation to connect visitors and communities to outstanding heritage. Most of my work has been in Scotland, but over the last few years I have been working extensively in Norway and Sweden. I chaired the very successful Vital Spark conference in Aviemore, Scotland, in 2007 and the steering group for IE's 2013 conference in Sigtuna, Sweden.

Before this, I worked for 30 years in a range of public bodies, including the regional development agency in the Highlands and Islands of Scotland, where I was heritage manager; Scottish Natural Heritage, where I was lead for tourism, and managed several of the top conservation and recreation sites in the UK. I was the first project officer on the innovative Highland Interpretive Strategy and contributed to the development and writing of the well-known 'Sense of Place' publication on interpretive planning. I was actively involved in the early development of the UHI Masters in Heritage Interpretation and delivered a range of modules.

We will let you know as soon as the dedicated conference website is live so you can keep up to date with the information and developments ahead of next year. My duties on the IE Supervisory Committee will be on hold whilst I take up this role as Conference Coordinator.

*Bill can be contacted at: [bill@billtaylorassociates.co.uk](mailto:bill@billtaylorassociates.co.uk)*



### Margarita Kaisheva is the new country coordinator for Bulgaria



Margarita Kaisheva, Cybernetics M.A, a graduate from the Moscow Polytechnic University, holds a PhD in strategic management. She was responsible for numerous projects related to tourism, regional development, entrepreneurship, business growth and institutional development. Margarita had research tasks and trainings in management subjects at UCLA (USA), IIASA, (Laxenburg, Austria), Center for Management Development (Brussels, Belgium), Bocconi University, etc. and in tourism – in The Netherlands), Ireland, etc.

In the early 1990s, she became responsible for the Senior Advisors programme of the Dutch Ministry of Economy (for 17 years) and provision of expertise to communities and businesses in various fields. She worked in Bulgaria and internationally and accumulated intersectoral and cross-cultural experience and knowledge.

Margarita was a chairperson and a member of the managing board of the Association for Alternative Tourism and a member of the board of the Authentic Bulgaria association. She was part of the USAID team which developed and applied the "Authentic Bulgaria" quality certification model for tourism establishments and introduction of the quality mark "Rose for Distinction". She was the author of the "Delicious Bulgaria" concept for promotion of gastronomy heritage. She was also part of the environment conscious

Her involvement in heritage interpretation started in 2008 with the establishment of the People and Nature Association, an NGO, dealing with interaction between people and nature and activities related to ecology, biodiversity, agro-diversity and cultural diversity. In 2011, she founded the Center for Heritage interpretation (CHI), an NGO in private use. Both organisations work consistently in the mentioned fields, initiate and implement projects on topical issues for the society.

Margarita is dedicated to work on inspiring world civilizations through modern tourism, linking heritage to economy, biodiversity, regional and local performance, by using the art of heritage interpretation.

She has special interests in ancient civilizations and immaterial heritage.

*Margarita can be contacted at: margarita.kaisheva5@gmail.com*



### **Sebastian Bellwald is the new country coordinator for Switzerland**



Sebastian is a geographer and economist. In combining the two disciplines, he has been shaping regional development in Switzerland for 20 years. Convinced that individuals are the driving force for developing their environment, he has put knowledge- and networking-management at the centre of his interest and daily business.

Unsurprisingly, these competences are also the core of Sebastian's own consulting company, named PLANVAL. With his colleagues, Sebastian has initiated and executed numerous projects in the field of regional development and sustainable tourism. Thereby he came across the power of interpreting natural and cultural heritage to visitors and realised the still untapped potential for interpretation in Switzerland. The country has rich landscapes, cultural and historical sites, and a high diversity of folklore. However, interpreting this richness is still in its infancy.

Convinced by the power of interpretation, and driven by his spirit of innovation, Sebastian engaged with heritage interpretation in 2003. Persuaded by the creative force of networks at different scales, he became a co-founder of Interpret Europe and volunteered to become the Country Coordinator for Switzerland: to be able to contribute to this international network but also to let Switzerland benefit from the experience and knowledge of IE. As Interpret Europe Country Coordinator for Switzerland, Sebastian will contribute to IE and to heritage interpretation as a profession with the following actions:

- Bring heritage interpretation to the attention of professional individuals, organisations and institutions related to heritage interpretation in Switzerland to increase the quality of interpretation-products in Switzerland;
- Create and strengthen networks of professional individuals, organisations and institutions related to heritage interpretation in Switzerland and supporting international networking activities;
- Strengthen the presence of Interpret Europe as an international network for the interpretation field in Switzerland; and
- Attract new members by pointing out the operational opportunities of Interpret Europe and the meaning of heritage interpretation.

*Sebastian can be contacted at: sebastian.bellwald@planval.ch*

# Further Announcements

## Upcoming events in Europe

30.01.-02.02.2017: Text writing by James Carter and Susan Cross, *A way with words: writing about places, writing for visitors*, Snowdonia National Park (UK)

19.05.-21.05.2017: IE Spring Event, Prague (Czech Republic)

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

03.10.-06.10.2017: IE-AHI Conference, Inverness (UK)

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)

Thank you for your contributions. Best festive greetings from your IE News Team:

Kaja Antlej (Australia), Marie Banks (UK), Markus Blank (Austria), Anna Carlemalm (Sweden), Elena Kragulj (Bahrain), Dara Lynne Lenehan (Ireland), Verena Perko (Slovenia), Dijana Pita da Costa (Slovenia), Abby McSherry (Ireland), Kev Theaker (UK), Sarah Wendl (Austria) and Katja Winter (Germany).

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:  
**Tuesday 28 February 2017**

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