



*Photo: Kev Theaker*

# Newsletter

## Winter 2017

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## Editorial

Dear members,

The last quarter of the year started with fresh breezes in the Scottish Highlands, and it ended in the heart of Milan with the opening ceremony of the European Year of Cultural Heritage (EYCH). This way IE wove several threads between cultural landscapes and 'urban wilderness', and between officials and the civil society.

Besides our role in the Commission's Stakeholder Committee for 'the Year', we found ourselves at meetings of the Commission's Voices of Culture Dialogue and of the European Heritage Alliance in Brussels, as well as at the Council of Europe's General Assembly for European Heritage Days coordinators in Strasbourg. For the first time we ran parallel training sessions in four countries (and in four different languages), establishing IE's certification courses as a strong quality brand and welcoming all course participants as new members of our fast-growing network. Some of them have already started to create their own regional interpretation communities.

In preparation for the EU Leaders' meeting in November in Gothenburg, the Commission presented a paper, 'Strengthening European Identity through Education and Culture'. President Jean-Claude Juncker highlighted the meaning of heritage when he said it is critical "how we give roots to what it means to be 'European'". Next year we will put some effort into demonstrating how to activate these roots.

We are all aware that the actual European project doesn't take place in Brussels or Strasbourg alone but at sometimes rather remote places where interpreters encourage people to discover personal meaning in their heritage and to learn from it. To keep IE accessible for people from all European regions, especially for those with lower average income, our General Assembly decided to introduce a fairer fee system, including four different levels, which we have just put in place. This is a significant step to better balance our membership.

However, keeping our membership fees low means that we need as many people as possible to join us. And since membership involvement is key, we also want as many members as possible taking responsibility, e.g. by becoming IE trainers, by joining our management, subject or country teams or – if there is no country team in their country so far – by applying to become a country coordinator. We encourage especially our younger members to use this space.

"Our heritage: where the past meets the future", the motto of the EYCH, sounds as if it has been especially made for Interpret Europe. To make sure that nature will not be forgotten, we entered into a partnership with EUROPARC Federation for 2018, and if you subscribe to the [EYCH Newsletter](#), you will realise that our IE Conference 'Heritage and Identity' is one of the first EYCH events publicly introduced by the Commission. Commissioner Tibor Navracsics himself will come to Hungary to open this conference. As a member of the EYCH Stakeholder Committee we are also authorised to award your cross-border projects that are related to the Year with the EYCH label. We are greatly pleased by all this recognition and of course we will do our best to contribute to the requests of the Year.

2018 will be challenging but also full of opportunities. We count on all of you to join forces in order to catch the wind. After the six personal meetings we had this year with the European Heritage Alliance and with the EYCH Stakeholder Committee, we know that there are dedicated colleagues at the Commission, in the Parliament and in many non-governmental organisations all over Europe. Together with the EYCH national coordinators we are not alone in our intent to make the European Year of Cultural Heritage a memorable success. We are much looking forward to it.

Thorsten Ludwig and Markus Blank  
Managing Directors

Nicole Deufel  
(Germany)

## Deeds, not Words!

**It's easier to speak of our values than to live them in our practice.**

'Deeds, Not Words!' is what the suffragettes in Britain demanded in their fight for votes for women. It is still a valid demand, and one that I think about a lot these days while I am curating an exhibition about struggles for social inclusion and justice. The truth is, I don't think our actions live up to our words often enough, especially when it comes to the social impact of our practice in museums and at heritage sites.



UK Brexit campaign marginalising migrants  
Photo: Kenneth Allen

Our literature states that interpretation is about promoting 'understanding'. Interpretation, it reads, can 'expand horizons'. For years, best practice guidance has been advocating 'involving diverse communities' to honour and capture their knowledge and experience of heritage. As the British Museums Association writes in its vision paper, *Museums Change Lives*, museums aim to 'champion a fairer and more just society' and be representative of and celebrate diversity.

When I hear 'promote understanding', I don't just hear, 'understanding of what I think'. When I hear 'expand horizons', I hear, 'in all directions'. To 'champion a fairer and more just society', to me, means 'standing up against injustice even if I am not affected'. Diversity, to me, is to welcome different viewpoints even if they challenge me. This is how I understand the values we claim as interpreters, and what I measure our actions by.

I know it is not easy to let deeds follow these values. There are a lot of reasons why it doesn't always work out. However, I don't think we can be satisfied with the status quo. We must strive to do better.

When I write that we 'must do better', I am implying that what we do now is not good enough. Some feel offended by this. I often speak about my experience of the Brexit referendum in the UK in this context, to explain why I think it is so crucial to be self-critical in this regard. I had become one of the maligned 'migrants'. It mattered immensely that the only response from the sector were statements about the pros and cons of leaving the EU. The first time the Museums Association, for example, acknowledged the negativity of what the United Nations called the 'divisive, anti-immigrant and xenophobic rhetoric' of the Brexit debate, was after the referendum. The sector, in my view, failed in this instance: it signalled that, despite its claims about valuing diversity and inclusion, it didn't care about what was happening to us 'migrants'.

I am now back in my native Germany. It's in my power now to speak up for the maligned over here. I often feel defensive too when I'm told that, as a member of the majority, I allow marginalisation to happen, or even perpetuate it myself. My own experience in the UK has taught me, however, that I should listen. Only then can my actions truly live up to my values - even if it's difficult, and I don't always know how.

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Links:

[Museums Association vision paper](#)

[UN report](#)

[Guardian Article](#) on ex-UK Prime Minister David Cameron's use of the term 'migrant'

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## Future challenges for interpretation in exhibitions

**Heritage interpretation in exhibitions and museums provides various opportunities for meaningful visitor experiences. These five approaches outline current challenges and future trends for the development of the field.**

### Location-specific communication in museums

The practice of phenomenon-based communication in museums often focusses on the display and interpretation of exhibits (cf. Veverka 2015). However, the increasing use of scenographic arrangements in exhibitions calls for an exhibition design that is based on the location, i.e. the building. While this is commonly used, taking this approach one step further is not: By identifying the phenomenon using the communication rectangle and developing a theme-centred interaction, the unique potential of the location can not only be translated into an interior design but into a scenography, which is an interactive visitor experience.

### From heritage to a sustainable future

While heritage interpretation has the chance to set benchmarks for Education for Sustainable Development (ESD), ESD is at the same time an opportunity to improve the practice of interpretation (Ludwig 2009). It has been argued that ESD is the pedagogic approach for exhibitions and museums in the 21st century (Peter and Garthe 2014). But the intersections between heritage interpretation and museum pedagogics still need to be further excavated. While there are a multitude of great exhibitions on issues about sustainability, sustainability is largely a blind spot within the realm of exhibition development, because concepts and curation are not focused on the key competencies of ESD (cf. Haan 2006). Although not all competencies are equally suitable to be acquired within museums, the future is to develop exhibits that foster competence-based learning. Furthermore, the sustainable production and operation of exhibitions and museums on heritage topics offer opportunities to contribute to a sustainable future (cf. [www.ausstellung-museum-nachhaltigkeit.blogspot.de](http://www.ausstellung-museum-nachhaltigkeit.blogspot.de)).

### Why interpretive centres of protected areas need to be thought from a visitor perspective

An attractive visitor centre is nowadays a must-have for every large protected area. But many of the visitor centres in Germany have a serious problem: They are stuck in environmental education and neglect the anthropocene: With a dramaturgy following habitat types, nature is "rebuilt" within these exhibitions – with often- extensive effort. Thus, too often a visit to the visitor centre effectively replaces a real experience of nature. Developing visitor centres that truly support the mission of Protected Areas would require a radically new approach which puts the human being and its stories in the centre of the concept (Garthe 2017).

*Footrace with  
animals at  
Dynamikum Science  
Centre  
Photo: studio klv*



## The Natural Futures Museum

Heritage interpretation in natural history museums is struggling to find its relevance in the 21st century (cf. Janes 2009). This is why a reconceptualisation of the natural history museum towards a future-oriented institution seems to be necessary. Interaction, participation and object-related interactions that foster a public understanding of collections will be the main instruments to implement this change. In doing so, natural history museums can evolve into the place to address global challenges, discuss the future of the planet and thus increase the relevance for visitors (Garthe 2018).

## Exhibitions as an instrument of a Participatory Scientific Society

The potential role of interpretation in a post-fact society has been discussed by Patrick Lehnies, including an article in a previous edition of the IE newsletter (Lehnies 2017). As science and the interpretation of its results are becoming increasingly central to our society, it can be argued that a public understanding of research is becoming essential for democratic cultures. To tackle these challenges, we need to move from a knowledge society to a Participatory Scientific Society, in which interpretation, exhibitions and museums empower citizens to take active ownership in crucial debates. Interpretative activities can support this by not communicating (scientific) themes, but by communicating the research process itself. Successful examples are Open Research Labs, Sciencetainment events, like Worm charming, incorporating transdisciplinary research or Citizen Science programmes, like BioBlitz, or embracing the approaches of the Maker community (cf. Garthe 2015).

*Dr. Christopher Garthe develops concepts for exhibitions and visitor experiences. He is Director for Concept Development at studio klv, Fellow of the Working group "Heritage Interpretation" at the Albert-Ludwigs-University Freiburg and consultant for sustainability management in museums and visitor centres. His research is focused on recreation and education in protected areas. He can be contacted at: christopher.garthe@gmx.de*

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# Interpret Europe Activities

Marie Banks  
(UK)

## Inverness feedback

**IE's joint conference with the UK's Association for Heritage Interpretation (AHI) took place in Inverness, Scotland, at the start of October – welcoming participants from 27 countries. We share some of your responses to it.**

We have received lots of positive feedback from participants and the Facebook page was buzzing with photos and chat during and after the event, with people using the warmth of their connections to thaw out after a chilly trip to Scotland.

We should say a huge thank you to Bill Taylor, Conference Coordinator, and the team of volunteers who worked really hard with Ruth Coulthard of AHI to deliver a great and varied programme.

An article from Janja Sivec in Slovenia follows, in which she shares her impressions of the conference and I'd just like to share some words from another one of our members from mainland Europe, María Elvira Lezcano from Spain.

"My general impression is really excellent. I was there with the aim of representing AIP, the Spanish Association for Heritage Interpretation (we have recently become members of IE). I felt very excited to have the opportunity to meet such a group of interesting people, as well as to know the two organisations which ran the conference. I could appreciate all the work to organise everything. It was professional, interpretive in many cases, creative, participative and original. I was especially impressed with most of the speakers and experiences, with the raffle (what an excellent idea), and of course with the awards. You have definitely inspired me in relation to the subject (re-imagining landscapes, the importance of people and memory in them), and of course in a human sense. I hope to have the opportunity to live this experience again. Thanks so much."

If you weren't in Inverness and want to see some of what you missed out on, you can find links on the website to read the welcoming addresses and watch the excellent final [keynote](#) from the conference – by Carol Ritchie, Executive Director of EUROPARC Federation.

And now we start to look forward to our next gathering – in Hungary in March. You'll find more details further down the newsletter.

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Inverness ice  
breaker evening  
(before the dancing!)  
Photo: McKendrick



## Impressions of the joint AHI/ IE conference from a mainland European

**Having just returned home from Inverness, I share a few impressions of my experience and the memories forged whilst enjoying many sandwiches.**

The conference was a bit of a blind date, not knowing what to expect; I think there was a bit of reserve on both sides, but the site visits and evening entertainment were a huge success at bringing delegates from both organisations together.



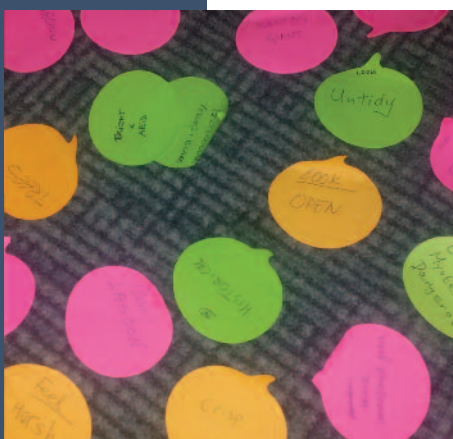
*Interpretive  
slate sculpture  
Photo: Sivec*

In my opinion, the first keynote speaker, Drew Bennellick of the Heritage Lottery Fund, was very UK-focussed, which made his presentation more relevant to some delegates than others, but the second one, Carol Ritchie of the EUROPARC Federation, was brilliant and really made us think about landscape and stories. I think inviting somebody from the UK who is in charge of a big European organisation was a great analogy for the conference.

Some presentations I attended were more, others less, related to the theme of re-imagining the landscape, but then again landscape is such a broad term and can be interpreted in very different ways. We all see it differently. Which I tried to emphasise in a workshop that I led. But the site visits were spot on and really landscape themed, leading us from archaeological, geological and nature parks, to battlefields, up the mountains and over lochs to ancient castles. All situated in the beautiful and mysterious Scottish landscape.

It was interesting to listen to some presentations from UK delegates and attend a workshop about language and the difficulties with interpreting in two languages – mostly Gaelic and Welsh alongside English. It was interesting to listen to discussions about bilingualism and different points of view. Since we use so many different languages to interpret our heritage on mainland Europe, I felt a bit lost. I guess lessons could be learned on both sides here.

The final summing up speech from Susan Cross was (as expected) brilliant, bringing it all together: finalising thoughts about landscape; joining two organisations; meeting new people and going home with a mission to pick at least two people to stay in touch with. We shall see if we succeed.



*What does  
landscape  
mean to  
people  
Photo: Sivec*

The AHI Awards dinner was a very grand affair and all the short-listed finalists seemed very proud of being among the chosen ones. It was difficult for me to keep up, not knowing the places or the projects, and the presentations went by very quickly. A special moment for me was when Michael Glen was awarded one of the lifetime achievement awards. I met him at the IE founding conference in Slovenia and he was one of my first contacts with heritage interpretation. The evening entertainment with traditional singing and dancing was just brilliant and, again, one more key element in joining us together.

Looking back, I think the conference was more oriented to the political landscape than geographical/geological, which I think is extremely good, since IE is trying to promote interpretation all over Europe and the UK is dealing with Brexit. For me, the conference was interesting and well organised. I have met interesting people and got to visit Scotland.

*Janja runs NGO Legends, works as a trainer, guide and consultant. She is also IE's Country Coordinator for Slovenia, an IE certified trainer and a member of IE's social media team. She can be contacted at: [janja.sivec@dlegende.com](mailto:janja.sivec@dlegende.com).*



## Interpret Europe joined HIMIS

**Heritage Interpretation for Migrant Inclusion in Schools (HIMIS) is a two-year EU Erasmus+ project helping young migrants to become more integrated into their communities. IE joined the project as an associated partner.**

During last year's General Assembly, members asked what could be done in terms of the integration of migrants. A few months later, partners from Germany, Greece, Italy, Poland and the UK launched [HIMIS](#) and invited Interpret Europe to join their partnership.

HIMIS works with teachers to develop engaging initiatives encouraging students to discover their local heritage. In this way, the project aims to help them to understand their new environment. Using interpretive techniques, teachers, students and local communities create activities and materials to give everyone involved exciting and memorable experiences.



*HIMIS Project  
students  
Photo: Zespół Szkół  
nr 6*

Students whose families have migrated to the area work together with students from long-established families on local interpretation projects. Each school is developing interpretive materials and activities, such as heritage trails, guided walks or history plays. As co-creators, the students are experiencing that any interpretation needs to select content - which topics to focus upon and which phenomena and first-hand experiences to include in an interpretive activity. The mixed student groups have to choose different historical individuals or groups, from whose perspectives a thing or an event has been meaningful in different ways: for instance, those who held power or marginalised groups, average people, minorities or immigrants in former times. By developing multiple-perspectives, interpretation students experience how to look at a problem from different points of view.

While assisting the students, teachers guide the development of the themes in relation to European core values, such as tolerance, non-discrimination, freedom of beliefs, equality or solidarity. This creates opportunities to provoke reflection about these values, which are especially important for integration as well as openness towards migrants.



*HIMIS Project visit  
to city archives  
Photo:  
Kastelbergschule*

A teacher training event has also taken place on the Greek island of Corfu where one of the schools is located. The course applies new approaches to heritage interpretation theory to inter-cultural work at schools. IE's recently published study, "[Engaging citizens with Europe's cultural heritage](#)", provided valuable new findings regarding value systems and framing, which turned out to be highly relevant for teachers. The training transferred theory into practical skills in the planning and implementation of heritage interpretation projects.

During the second year of HIMIS, each school will implement their pilot projects with their students. Teachers will be assisted by experienced heritage interpretation experts who will act as mentors for the schools. The project team will produce a guidebook based on the experience collected with teachers and students from different school types, age groups and different countries. It seeks to help teachers all over Europe to use interpretive skills for the inclusion of migrants in their school communities. Through involving secondary school students as co-creators of interpretation activities, HIMIS can reach young people from very different socio-cultural environments. Some of them would otherwise hardly ever have dared to care about heritage or to reflect about the values on which the EU is founded.

As one of the last steps of the project, the results will be presented to and discussed with a wider audience at Freiburg University in Germany. Members will be invited in time to join this event.

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IE Management



## Go for the EYCH label!

**On 7 December, the European Year of Cultural Heritage (EYCH) was launched in Milan. As a member of the EYCH Stakeholder Committee, Interpret Europe is authorised to give the official EYCH label to initiatives of its members.**

800 EU representatives of the cultural sector and civil society celebrated the opening of the European Year of Cultural Heritage at this year's European Culture Forum by EU Commissioner for Education, Culture, Youth, and Sport, Tibor Navracsics and by the President of the European Parliament, Antonio Tajani. Besides panel discussions, workshops and many cultural side-events, inspiring contributions came especially from young people describing on stage what cultural heritage means to them. You can watch parts of the opening ceremony at

[www.facebook.com/CreativeEuropeEU/videos/1585916918113477/](https://www.facebook.com/CreativeEuropeEU/videos/1585916918113477/).

The motto of the Year is 'Our heritage: where the past meets the future'. Experiencing heritage first hand in order to give it a deeper meaning is at the very heart of the Year. This is where you can contribute.

If you plan an international initiative in Europe for 2018, Interpret Europe can award you with the EYCH label if this initiative meets one of the following aims:

- People-centred, inclusive, forward-looking, more integrated, sustainable and cross-sectoral approaches to cultural heritage
- Innovative models of participatory governance and management
- Debate and research on the quality of conservation, safeguarding, innovative reuse and enhancement of cultural heritage
- Cultural heritage accessible to all
- Research and innovation for cultural heritage, statistics
- Synergy between cultural heritage and environment policies
- Regional and local development strategies and sustainable tourism
- Skills and knowledge management and transfer in the cultural heritage sector
- Cultural heritage as a source of inspiration for contemporary creation and innovation
- Education and lifelong learning
- Intercultural dialogue, post-conflict reconciliation and conflict prevention
- Research and innovation in relation to cultural heritage
- Focus on events that have a symbolic importance for Europe's history and cultural heritage

You can find the complete guidelines including all requirements for the acknowledgement of a EYCH initiative at [www.interpret-europe.net/material](http://www.interpret-europe.net/material).

So, if you run an international initiative in Europe, if you think this meets at least one of the aims mentioned above, and if you like to get the EYCH label for this initiative, please get in touch with our Cultural Heritage Coordinator ([patrick.lehnes@interpret-europe.net](mailto:patrick.lehnes@interpret-europe.net)).

You can also apply for international initiatives in Europe directly at the Commission. For

a project or event on local, regional or national level you can apply at your EYCH country coordinator to receive the label. We published the list of all EYCH country coordinators in the newsletter 2017-3.

More detailed information can be found on the [EYCH website](https://europa.eu/cultural-heritage/european-year-cultural-heritage_en):

[https://europa.eu/cultural-heritage/european-year-cultural-heritage\\_en](https://europa.eu/cultural-heritage/european-year-cultural-heritage_en) where you can also register for the EYCH newsletter to keep you updated.

## Interpret Europe and EUROPARC Federation join forces to support the European Year of Cultural Heritage

**On the occasion of the official launch of the European Year of Cultural Heritage, the EUROPARC Federation and Interpret Europe announce a partnership, focusing on the role of natural heritage to explore cultural identity.**

On 7 December 2017, the European Year of Cultural Heritage was launched in Milan. In order to contribute to the Year, the EUROPARC Federation and Interpret Europe agreed to co-operate on a project:

- Focusing on the role of natural heritage to explore cultural identity
- Investigating ways that heritage interpretation can encourage citizens to reflect upon this relationship.

In many cases, cultural identity is rooted in the connection to the land. Heritage interpretation is a powerful medium to help communities appreciate their history and challenge their future. This partnership brings together parks, communities and experts in interpretation. Special attention shall be given to young people and how they understand and influence their cultural identity

Throughout the Year, the EUROPARC Federation and Interpret Europe will focus on four key events:

- Seminar 'Natural Heritage as Part of Cultural Identity' in Siggen, Germany
- Conference 'Heritage and Identity' in Kőszeg, Hungary
- Conference 'European Parks: Inspired by the Next Generation' in Aviemore, UK
- Presentation of the key project results at a seminar in Brussels, Belgium

*Landscape features  
in winter  
Photo: Môrafon*



The EUROPARC Federation and Interpret Europe will gather contributions from all actors, across all events, to identify the challenges of good practice and opportunities for people and places. Further information about the conferences can be found at [www.interpreteuropeconference.net](http://www.interpreteuropeconference.net) for Kőszeg and at [www.euoparc.org/euoparc-conferences/](http://www.euoparc.org/euoparc-conferences/) for Aviemore.

The EUROPARC Federation represents about 400 organisations, which is thousands of protected areas, in 36 countries and facilitates international co-operation in all aspects of protected area management to further improve and conserve our shared natural inheritance. Interpret Europe has more than 500 individual, organisation and corporate members in 45 countries. Its mission is to serve all who use first-hand experiences to give natural and cultural heritage a deeper meaning.

For further information please contact [mail@interpret-europe.net](mailto:mail@interpret-europe.net) or [b.pais@euoparc.org](mailto:b.pais@euoparc.org).

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## The Voices of Culture - Talking now about the future of training

**Picture a room-full of representatives from 30 cultural heritage organisations, discussing the future of training in the cultural sector, for one and a half days...**

This was the idea behind the Voices of Culture (VoC) initiative held in June 2017, in Brussels. The European Commission organised a facilitated dialogue to 'listen' to the voices of major European organisations dealing with cultural heritage, including that of Interpret Europe. An initial meeting was followed a few months later by group work, culminating in a brainstorming report entitled, "Towards an integrated approach to cultural heritage for Europe – a prospectus on skills, training and knowledge transfer for traditional and emerging professions".

The report was presented at the second meeting, in September 2017, to DG Education and Culture staff, who gave us valuable feedback. Finally, Elis Marçal from the European Confederation of Conservator-Restorers' Organisations and Jermina Stanojev from Politecnico di Milano were chosen to represent the dialogue group and give an overview of this work to the Open Method of Coordination Group (OMC) meeting, in Bucharest, in October.

After the presentation, Elis reported back: "...Of course, people commented that the report was extensive, but also very coherent and thorough, with an immense amount of information and broad recommendations. They congratulated the VoC team on the result and were impressed that we produced such high quality work in a very short timeframe and from just two meetings.

They also ran a brainstorming session in the afternoon [...] which enabled us to explain in more detail the discussions our group had had in Brussels, together with the questions, doubts, concepts and experiences we shared during our meetings. This proved that the brainstorming session process was useful for their own work."

The Voices of Culture initiative will continue in 2018, exploring a different theme and inviting numerous organisations to offer their insights at each session. While time constraints restrict in-depth discussion, it is still a good way to communicate our message to policy-makers all over Europe.

Interpret Europe aims to continue being part of this forum, representing us all and reminding people that interpretation sits at the heart of heritage.

You can find out more about Voices of Culture and read our report by following the link: <http://www.voicesofculture.eu/skills-training-knowledge-transfer-in-cultural-heritage/>.

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# IE Training Programme

Valya Stergioti  
(Greece)  
Sandy Colvine  
(France/UK)

## The trainers' view

**Since our last newsletter, there's been a flurry of activity in the training team. Our trainers were there to assist the learning process, help participants progress and make each course a memorable experience for everyone.**



*Interpreting surroundings  
on CIG taster course in  
Austria  
Photo: Hollinger*

In the last three months, CIG courses have been held from Greece all the way to Norway, providing hugely valuable feedback from a broad range of participants following the same curriculum in widely differing environments. All IE trainers have standout moments from their courses and we asked them to share some with us.

Kristian, from Norway, says, "What I found most memorable was the progression and steep learning curve of the participants. While they all struggled at first, they eventually made full use of the HI tools."

Sometimes, memories can be funny, like when one of the participants on Janja's course in Slovenia arrived on the last day dressed as Santa, bringing a foretaste of Christmas spirit!

Our trainers can also be struck by how heritage interpretation can help people enhance their own professional skills. This was Helena's case, also in Slovenia, where one of her course participants, a teacher, became a true believer in the value of HI. Helena remembers, "She was initially reluctant to interpret paintings without knowing much about them, stating: 'I have to teach children the facts, otherwise I fail as a teacher!'" On the last day she prepared a brilliant talk: she asked us to 'read' the paintings using our imagination, searching for values. She became very keen on HI tools and realised how much more children would appreciate art if they were encouraged to discover aspects of heritage that relate to themselves." She concluded, "Even if all a teacher manages to do is awaken a spark of interest in art lessons, that is quite immense."

Thorsten adds, "I most value the moment when experienced guides say, 'The interpretive approach opened a new door to me'."

Of course, an IE trainer never sits on their laurels. They are constantly thinking of ways to improve the training experience. Like Janja, who invited a blind friend to take part in one of the exercises. This led to a discussion about how interpretive guides can help everyone gain access to our heritage.

*Appreciating nature on  
CIG taster course in  
Austria  
Photo: Hollinger*



Michal, in the Czech Republic, split his course into three two-day sessions. He found this worked because, "We could test what participants remembered from each session, while interpretive talk training activities were not perceived as over-repeated and participants could prepare their homework and read the course manual. They also had time to prepare and discuss their projects too."

Of course, not everything in an IE course is rosy or simple! As Janja says, "The CIG is a challenging and emotional course. Participants expect so much of themselves and are really disappointed when they don't meet their own standards." This is why, as Kristian explains, a trainer has "to be fully alert and ready for some pep talks during the course".

But is it worth it? Well, yes! In Helena's words, as she concludes her story about the teacher: "I got this warm feeling of fulfilling my task. The CIG course will make her a

much better teacher and I feel blessed that I could influence that; change people for the better.”

Kristian Bjørnstad, Thorsten Ludwig, Michal Medek, Janja Sivec and Helena Vičič are all certified IE Interpretive Guide Trainers. Michal and Helena ran their first CIG courses, in Czech Republic and Slovenia, respectively, while Kristian and Thorsten co-trained the first CIG course in Scandinavia and Janja ran her third CIG course in Slovenia.

*Valya Stergioti works as a freelance interpretive trainer and planner and is Interpret Europe's Training Coordinator. She can be contacted at: [valya.stergioti@interpret-europe.net](mailto:valya.stergioti@interpret-europe.net). Sandy Colvine is an IE CIW, a CIG trainer and a member of IE's Training Team. He is also studying interpretation at the University of the Highlands and Islands in Scotland. He can be contacted at: [sandy.colvine84@googlemail.com](mailto:sandy.colvine84@googlemail.com)*

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## **Congratulations to our newly certified members**

### **Congratulations to our newly certified guides (CIG):**

Gerard Acosta Andujar,	Spain	Cornelia Jud,	Switzerland
Antje Bachmann,	Switzerland	Alice Lambrigger,	Switzerland
Charly Battaglia,	France	Rimsha Mai,	Spain
Cristina Bortolotti,	Spain	Shahzada Mai,	Spain
Bastiaan Bovenberg,	Spain	Oriol Marés Linares,	Spain
Regina Carbó Alemany,	Spain	Helena Marquès Díez,	Spain
Pilar Closa Daltell,	Spain	Rebeca Mesas Medel,	Spain
Julia Colomer Matutano,	Spain	Anna Mathis,	Switzerland
Tchacka Doumbia,	Spain	Rosa Maria	
Dency Verqueiry		Pueyo Artero,	Spain
Escobar Ruiz,	Spain	Simone Reichel,	Spain
Lucie Favriou,	France	Camila Riba Pereyra,	Spain
Marianne Fischbacher,	Switzerland	Sandra Romeu Garcia,	Spain
Claudio Föhn,	Switzerland	Elisabet Sirisi Calero,	Spain
Jesús María		Per Sonnvik,	Sweden
Foncubierta Cubillana,	Spain	Stephan Triebs,	Switzerland
Jessica Leia Freedman,	Spain	Pol Vadrí Montcusí,	Spain
Silvia Gili Olmeda,	Spain	Víctor Vallès Sánchez,	Spain
Maricel Gómez		David Vega Puig,	Spain
Zuzama,	Spain	Ruedi Zuber,	Switzerland
Susanne Hauer,	Germany		

### **Congratulations to our newly certified guide trainer (CIGT):**

Elisabeth Nübel-Reidelbach, Germany

### **Congratulations to our newly certified host trainer (CIHT):**

Steven Richards-Price, UK

### **Congratulations to our newly certified interpretive writers (CIW):**

Sandy Colvine,	France/UK
Isilay Gursu,	Turkey
Irina Leca,	Romania
Lenka Mrázová,	Czech Republic
Valya Stergioti,	Greece
Eleni Stefanou,	Greece

Helena Vičič  
(Slovenia)

## Could heritage research contribute to the social justice?

**Research summary of “Action Heritage: Research, Communities, Social Justice”, by Robert Johnston and Kimberly Marwood, investigates the influence of inclusive heritage research on marginalised groups.**

It is widely accepted that heritage interpretation could serve society and contribute to the positive change in the behaviour of individuals. Advocates of the so-called ‘action heritage’ and the authors of the reviewed article do not strive so much towards the protection of the resource, as they are about to empower individuals, preferably from the socially underrepresented groups. Their aim was to use heritage research as a tool to engage communities and offer guidance towards social justice.

Academic researchers from a wide range of disciplines from the University of Sheffield (UK) invited different community organisations to conduct research on different heritage phenomena. Participants got access to the resources and tools and knowledge and were equally regarded as community-based researchers.

The organisers assured that everyone’s “voice was heard and respected” and that barriers between experts and community-based researchers were blurred. The main aim of the activity was to involve participants in the “process of discovering, learning and producing new understanding about their past”. Open-endedness of the outcomes enabled them to contribute according to their own interest and to produce meaning most relevant to each individual. After the research, interviews with participants were conducted in order to collect qualitative data.

Three organisations are presented as case studies. The residents of a homeless youth hostel were asked to find out about the past times of the hostel’s building and make a scrapbook as a result. The second focus group were school children, who investigated local history through the literature and archaeological excavations, and all that was recorded and edited in a short film. In the third group of participants, an association of local history enthusiasts conducted research on the past social life and civil associations in the town. Although the research activities produced relatively little new knowledge about heritage sites, the final evaluation emphasised the importance of participants’ personal engagement with heritage and self-acknowledgement as researchers. They found the activity relevant to them personally as it helped them to question their own histories. Due to the inclusiveness of the activity, they felt a sense of belonging not only to the team but, most importantly, to society in general.



The research itself was acknowledged as undisciplinary, since the science itself had a minor role in the process and the participants were encouraged to take a lead. However, a voice of reason might argue that any participatory and democratic process could cause the feeling of belonging, and that ownership over the outcomes bring a higher self-esteem and motivation for further engagement. Is heritage as a means any different? Could it provide a link between individuals and society in general? These questions were only partially answered by the authors. They emphasised that the shift from the heritage which was always considered as a ‘stable and uniformed’ concept, towards the heritage which allows for different

interpretations and personal meaning making, tackles identity-related issues. Unfortunately, the evaluation of the durability of this change and continuity of the personal development or the influence of this personal change on the wider society after the project finished, was not possible due to the time and financial constraints.

*Collaborative  
community  
research  
Photo: Vičič*

The article that was reviewed is:

Johnston, R., & Marwood, K. (2017). Action heritage: research, communities, social justice. *International Journal of Heritage Studies*, Vol. 23, 1-16.

*Helena Vičič from Slovenia is an IE Certified Interpretive Guide Trainer and heritage interpretation consultant. She studies interpretation at the University of the Highlands and Islands (UHI) in Scotland, UK. Helena volunteers as part of the IE Research Team, under which this review has been written. She can be contacted at: [helena.vicic@gmail.com](mailto:helena.vicic@gmail.com)*

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*Two views of winter  
solstice sunrise at the  
Ring of Gullion, Ireland  
Photo: McSherry*



# IE Member Activities

Dorothea  
Papathanasiou-Zuhrt  
(Greece)

## The long story of Aeneid and the migratory art

**The CREATIVE EUROPE Project, HEARME, is changing the way museums and galleries work. The Project is driven by the vision that museums and galleries can reach young audiences, and make them gain insights and develop empathy.**



Lego Serious  
Play workshop  
Photo:  
Papathanasiou-  
Zuhrt

To change the museum's way of working means to disturb their business as usual, and have them interact with their audiences – making especially the young visitors part of the experience across their collections. To do this, **HEARME** has trained the trainers to speak daringly and focus on emerging global topics. By deliberately choosing works of migrants in national galleries and museums, HEARME has demonstrated that migration is not a new phenomenon: some migrants from previous centuries were artists whose works became national treasures. HEARME has also demonstrated that art works migrate from an author to an owner and to a museum, and from there between museums, audiences and collectors. The link [http://brickme.org/hear\\_me/](http://brickme.org/hear_me/) offers a sample of the onsite experience in a video format, illustrating the story of Aeneid,

where the defeated migrants from Troy build up a brave new world.

The Project HEARME understands culture as the driving power to expose what is happening around us and nourish critical thinking by supporting social values and rights. It was designed from the viewpoint that only deep experienced culture can bring artworks to life, reveal their inherent values and provoke the dynamic interactivity of the contents and topics connecting, in our case, to the present situation with migration and migrants. To Initiate dialogue and augment cultural capital, a series of composite methodologies, including Design Thinking, Lego Serious Play and Gamification, to name but a few examples, have been applied across 654 workshops conducted at the Gallery of Matica Srpska in Serbia, the National Gallery of Slovenia, and the Kunsthistorisches Museum in Vienna, Austria.

Exploring  
migratory art  
Photo:  
Papathanasiou-  
Zuhrt



The workshops have involved four project partners, 20 museum educators, 125 schools, 7,000 youths, 700 teachers, 150 university students, 100 experts and specialists aiming to build deeper relationships between the youth and partner museums; develop skills of museum educators for open concepts and programmes based on audience participation and involvement, most particularly the youth, considering their expectations, wishes, and needs; and to incorporate advanced methodologies into museum training and educational programmes towards the inclusion and participation of the audience.

In all, the HEARME Project has created the enabling environment to let strong emotions emerge by actively engaging young audiences with societal values and allowing them to create a virtual collection of their reflections about the world around them and enable them to change their viewpoint.

The HEARME MUSEUM Manual is available [here](#)

*Dr. Dorothea Papathanasiou-Zuhrt is an academic at the University of the Aegean and the Hellenic Open University and is working at [artifactory.eu](http://artifactory.eu) as a cultural planner. She has designed and implemented more than 100 projects in cultural communication in the last 20 years. She can be contacted at [dorothea@artifactory.eu](mailto:dorothea@artifactory.eu)*

## Name ten things we have in common

**Exploring our shared values and possibilities for heritage interpretation in the Balkans during training of the Balkan Museum Network Interpretation Working Group.**



Members of  
Interpretation  
Working Group  
Photo: Vežić

By the time you are reading this, I will probably have already finished the second of two two-day interpretation capacity building workshops. They have been organised by the Balkan Museum Network for museum and heritage professionals from six countries of the Balkans (Albania, Bosnia and Herzegovina, FYR Macedonia, Greece, Kosovo and Serbia).

“The Balkan Museum Network exists to celebrate, preserve and share the complex common heritage of the western Balkans. It is based on mutual respect and guided by a commitment to professionalism and shared ethics.” ([www.bmuseums.net](http://www.bmuseums.net))

I was greatly honoured to be selected as a trainer and to lead the two workshops. It was also a great responsibility to do the best job that I can and take into account the joint history and troubles we share in our little corner of the world.

I always try to make my training a bit different. Experiences and knowledge I gained in my youth work and IE's training courses are a great foundation to build on. But I always want to offer participants of my workshops something more, so I really dig deep into values, frames and universals this time. Because if we want to make heritage meaningful and accessible to as many visitors as possible, we have to leave politics, history, religion and nationality aside and try to find what we have in common instead of what separates us.

‘Name ten things we have in common’ is just one of the several exercises we did as part of the training, trying to get to the core of heritage interpretation. It is a basic team building/ice breaking activity, but it goes so much deeper than that. It highlights the basic needs and preferences of us, as humans. We all need to drink water, we all like animals, etc.



A day's work  
Photo: Sivec

But what now? I made them think, which is the greatest compliment I can get as a trainer. But what now, where does my responsibility as a trainer end? We will approach that question in our next workshop in December, in the iconic city of Sarajevo. We will try to answer the question, What now? Is there a place/space for heritage interpretation in the Balkan region and where is that place/space, and how can they (we) fill it?

*Janja is a Legend. Well she runs NGO Legends, works as a trainer, guide and consultant. She is also IE's Country Coordinator for Slovenia, an IE certified trainer and a member of IE's social media team. She is hooked to everything 'e' so you can write to her on: [janja.sivec@dlegende.com](mailto:janja.sivec@dlegende.com).*

## Interpretation as a source of encounters in Gesäuse NP

**For the first time, interpretive talks were part of the summer programme of Gesäuse National Park (Austria). They were found to be a good way to start conversations with visitors who highly appreciated the new offer.**



Gesäuse  
National Park  
Photo: Leitner

Why do people travel? One of the most important reasons might be curiosity to discover something new and unknown. The desire for authentic experiences can be seen as an intrinsic component of this curiosity. Encounters between national park rangers and tourists can provide authentic holiday experiences. Rangers know the region, can give first-hand information and their unusual job fascinates people. In this way, ranger programmes became an essential part of national parks.

In 2017, interpretive talks were offered within the event programme for the first time in Gesäuse National Park. The talks took place twice a day at the Willow Dome visitor centre in July and August, the months with the highest visitation. The Willow Dome is a comprehensive information and recreation area situated in the heart of the national park. Apart from the willow dome itself, people can discover a walk-in ecological footprint, explore the fascinating world of water organisms in research workshops or walk on several themed paths.

The interpretive talks were carried out by the Willow Dome staff who are responsible for all programmes at the visitor centre, the little national park shop as well as visitor information. Topic selection was a difficult issue at this multifaceted place. Eventually, visitors could choose between eating and being eaten in the pond, the fight for survival of a willow, the life in a bee colony and the fate of a hazard tree. The interpretive talks were advertised in the event programme as well as on some boards on site. They were described as ten-minute guided tours and were free of charge.



Ranger  
interpretive talk  
Photo: Leitner

The feedback from the visitors was very positive. A lot of visitors expressed that they would not have noticed the things they had been shown without the talks, such as the dragonfly larva in the pond or the “dancing” bee in the hive. Often, the interpretive talks were the starting point for longer conversations between rangers and visitors who took the chance to ask questions associated with the national park. Questions they probably would not have asked at the info point. In this way, the interpretive talks became sources of valuable encounters for both visitors and rangers.

However, only comparably few visitors actively came to the talks. The vast majority had to be invited personally on site. A problem might be that this format is not common in Austria yet. An event of around ten minutes could seem too short to the visitors. But also the environment of the Willow Dome itself might be a reason. There are a lot of things that people can do on their own that might prevent them from participating in a programme. Even if participation is a point that still needs to be worked on, the interpretive talks were found to be a good opportunity to bring people closer to the national park and thus should be maintained.

*Frederick Manck studied biology and environmental management of mountain areas. In 2017 he worked half a year as a seasonal employee in the field of environmental education at the Willow Dome visitor centre of Gesäuse National Park ([www.nationalpark.co.at](http://www.nationalpark.co.at)). You can get in touch with him at: [frederick.manck@yahoo.de](mailto:frederick.manck@yahoo.de)*

# What's Going On Elsewhere

Bill Bevan  
(UK)

## AHI Discover Heritage Awards – And the winner is...

**The UK Association for Heritage Interpretation announced the results of the AHI 2017 Discover Heritage Awards for excellence in cultural and natural heritage interpretation in Britain and Ireland.**



Accessible  
walkway at The  
Vyne  
Photo: Banks

At a dramatic ceremony, held in Inverness in front of an international audience during the joint AHI and Interpret Europe conference on landscapes, award-winning new museum and historic house exhibitions, visitor centres and landscape trails were announced in five different categories.

The quality of all projects made the work of the Judging Panel a difficult one as the finalists represented excellence in a wide range of heritage interpretation from as far apart as St Andrews in Scotland, Dorset in the south of England, Norfolk in the east of England and Connemara in Ireland.

The Seamus Heaney HomePlace in Mid Ulster, Northern Ireland, won the award for new Visitor Centre with the engaging way they tell the story of the Nobel Prize Laureate and the people and places that inspired him. The British Museum in London was awarded best in Interpretation for a Target Audience with their touch tour of the Egyptian Sculpture Gallery for blind and visually impaired people. A project connecting people to John Ruskin and his Victorian museum in Sheffield, northern England, was recognised as best Community Project. The Phoenix-like story of the renovation of the Powerscourt Estate gardens in County Wicklow, Ireland, won the award for best Landscape interpretation.

The National Trust won both the award for their category - Museums and Historic Properties - and also the overall AHI Award for Excellence with their ongoing project called Lifting The Lid at a historic house called The Vyne in Hampshire, southern England, which interprets the renovation of this Tudor mansion's roof and includes an accessible rooftop walkway.

AHI also honoured two of its long-standing and influential members with Lifetime Achievement Awards. Carl Atkinson was recognised in the year of his retirement from Natural Resources Wales for his work bringing cognitive psychology to interpretation in the 1990s, his instrumental efforts in setting up Dehongli Cymru/ Interpret Wales and the training of many early career interpreters in in interpretive planning. Michael Glen was honoured for his work as a leading interpreter and advocate for professional standards for more than 40 years. In 1975 he was one of the founder members of The Society for the Interpretation of British Heritage - as AHI was originally called – and also of Interpret Europe in 2010.

Congratulations to all our 2017 Discover Heritage Awards winners, runners up and commendations. There were no losers at the Awards ceremony, as every project that made it to the finals has been assessed. The finalists demonstrated their excellence to a large audience of interpreters from across the globe.



Engaging  
fundraiser at The  
Vyne  
Photo: Banks

The AHI Discover Heritage Awards – this year sponsored by Wessex Archaeology - are the only UK and Irish awards to recognise excellence in all types and sizes of heritage interpretation whether held in museums, historic buildings, visitor centres or any type of outdoor location. Any form of media is suitable, including exhibition, print, digital, art or live. An eligible project can be small or large. Whether it is a new leaflet or a million-pound visitor centre (or anything in between), the awards celebrate projects that best meet their interpretive aims and successfully communicate their key messages to their audiences. All entrants receive feedback and finalists are assessed by a pair of trained judges who are practising heritage interpreters.

The full list of winning, runner up and commended entries can be found on the Awards pages on the [AHI website](#).

For further information about AHI, visit [www.ahi.org.uk](http://www.ahi.org.uk).

*Bill Bevan is the Vice-Chair for the UK Association for Heritage Interpretation. He can be contacted at: [bill.bevan@ahi.org.uk](mailto:bill.bevan@ahi.org.uk)*

*This article has been edited from an AHI Press Release (Marie Banks, IE News Coordinator).*

Louise van  
Rijckevorsel  
(Belgium)



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## Europeana - Developing Europe's Digital Platform for cultural heritage: public consultation opens

**How can digital culture enrich your daily life and work? Do you share, access or use cultural heritage materials online? The European Commission's public consultation is open until 14 January for you to share your views.**

The Commission wants to know how citizens, professionals and organisations use Europeana, the European online platform for culture heritage that is visited approximately 700,000 times per month.

The platform gives access to over 53 million items, including image, text, sound, video and 3D material from the collections of over 3,700 libraries, archives, museums, galleries and audio-visual collections across Europe.

The platform can be used by teachers, artists, data professionals in cultural institutions and creative fields but also everyone looking for information on culture.

The public consultation will help to identify through an independent evaluation how Europeana is currently used and how this can be improved and made more accessible for everyone. For example, the platform provides content also for re-use in the education, research or creative sectors of which many people are not yet aware.

The results of the consultation will contribute to further develop Europeana's offers and increase its visibility and use for the European culture heritage online. Europeana will also be closely associated to the European Year of Cultural Heritage in 2018.

The public consultation is open in all EU languages – but only until 14 January 2018 so take a look and add your opinions now! You can find out more and access the consultation [here](#)

This article has been edited from a European Commission Press Release (Marie Banks, IE News Coordinator), which can be found in full [here](#)

Abby McSherry  
(Ireland)

## **Creative Europe, Culture sub-programme: Call for proposals**

**You must have been in deep hiding if you missed the fact that 2018 is the European Year of Cultural Heritage and to know that this has huge potential for funding projects close to the hearts of members of Interpret Europe.**

One funding stream of approximately €40 million, is the Culture sub-programme of Creative Europe 2014-2020 and the current call for proposal to support European co-operation projects 2018 (EACEA 32/2017). You have until the 18th January 2018 to submit a proposal under this call.

### **Objectives**

This funding has the primary aims to strengthen the ability of European cultural and creative organisations to operate transnationally and to promote the cross-border circulation of artistic and cultural works. Projects should engage with audiences in innovative ways and should focus on children, young people, people with disabilities and underrepresented groups and should test new business models which may be of benefit to other sectors outside the field of culture.

This support will help to promote the transnational mobility of artists and help them to internationalise their careers while improving audience access to tangible and intangible cultural heritage. The projects should also build capacity by developing innovative approaches to revenue, management and marketing, especially using digital technologies and encouraging the development of digital skills in cultural professionals. It is hoped that successful projects will contribute to the social integration of migrants and refugees by promoting mutual understanding and respect for other cultures.

### **Eligibility**

The programme is not open to individual people; only a legal entity, such as a business, NGO or a public organisation is entitled to apply. Organisations must be from the 28 EU member states, from candidate or potential candidate countries or EFTA countries. In addition, organisations from Iceland, Norway, Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Montenegro, the Republic of Serbia, Georgia, Moldova, Ukraine and Tunisia can also take part.

### **Eligible Projects**

There are two programmes: small scale cooperation projects (Category 1) with a maximum grant request of €200,000 representing a maximum of 60% of total eligible costs; and large-scale cooperation projects (category 2) with funding of no more than €2,000,000 representing up to 50% of allowable expenses. Category 1 programmes shall involve a project leader and at least two other partners representing three different countries, which must start on a date between May and December 2018. Category 2 projects will have a project leader and at least five other partners from six different countries and must commence on a date between June and December 2018.

### **Award Criteria**

Relevance (30%), quality of content and activities (30%), communication and dissemination (20%) and the quality of the partnerships (20%). Applications using the online application form must be submitted no later than 18th January 2018 at 12.00 (Brussels time).

Full details can be found at: [https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2018\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2018_en)

## European funding opportunities

Please follow the useful links to find out more about these opportunities that might be of interest. Good luck to all applicants!

### ERASMUS+Call 2018

#### STRATEGIC PARTNERSHIPS IN THE FIELD OF EDUCATION, TRAINING AND YOUTH

**Objective:** Strategic Partnerships aim to support the development, transfer and/or implementation of innovative practices as well as the implementation of joint initiatives promoting cooperation, peer learning and exchanges of experience at European level. In the context of the European Year of Cultural Heritage 2018, priority will be given to actions contributing to raising awareness of the importance of Europe's cultural heritage through education, life-long learning, informal and non-formal learning, youth as well as sport, including actions to support skills development, social inclusion, critical thinking and youth engagement. New participatory and intercultural approaches to heritage, as well as educational initiatives aimed at fostering intercultural dialogue involving teachers and pupils from an early age will be promoted.

**Eligible applicants:** Strategic Partnerships are open to any type of organisation active in any field of education, training and youth or other socio-economic sectors as well as to organisations carrying out activities that are transversal to different fields (e.g. local and regional authorities, recognition and validation centres, chambers of commerce, trade organisations, guidance centres, cultural organisations).

**Submission deadline:** Strategic Partnerships in the field of youth (1st February 2018); Strategic Partnerships in the field of education and training (21st March 2018)

**Project duration:** between 6 and 36 months

**Project budget:** Maximum grant awarded is a variable amount, defined by multiplying 12 500 EUR by the duration of the project (in months) and up to 450 000 EUR for projects with duration of 36 months  
Find out more [here](#)

### CREATIVE EUROPE Call 2018

(This funding opportunity is the one which was summarised by Abby McSherry in the previous article)

**Objective:** To strengthen the capacity of the European cultural and creative sectors to operate transnationally and internationally and to promote the transnational circulation of cultural and creative works; to contribute to audience development by engaging in new and innovative ways with audiences and improve access to cultural and creative works in the Union and beyond with a particular focus on children, young people, people with disabilities and underrepresented groups; to contribute to innovation and creativity in the field of culture, for instance through testing of new business models and promoting innovative spillovers on other sectors.

**Eligible applicants:** Must be European cultural operators active in the cultural and creative sectors, as defined in article 2 of the Regulation, and legally established in one of the countries participating in the Culture sub-programme. Eligible non EU countries: [https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries\\_en](https://eacea.ec.europa.eu/creative-europe/library/eligibility-organisations-non-eu-countries_en)

**Minimum partnership:** Small Scale: 3 partners from 3 different countries; Large Scale: 6 partners from 6 different countries

**Project types:** Small Scale Cooperation Projects: 60% EU fund; 40% own contribution; Large scale Cooperation Projects: 50% EU fund; 50% own contribution  
Project budget: Small Scale Cooperation Projects: 60% EU fund= 200.000,00 EUR (+40% own contribution); Large scale Cooperation Projects: 50% EU fund= 2.000.000,00 EUR (+ 50% own contribution)

**Co-funding:** Co-financing of the action may take the form of: the beneficiary's own resources; income generated by the action; financial contributions from third parties (donations; sponsorships).

**Submission deadline:** 18th January 2018 at 12.00 CET/CEST (noon/Midday Brussels time).

**Project duration:** min: 18 months; max: 48 months

Find out more: [https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2018\\_en](https://eacea.ec.europa.eu/creative-europe/funding/support-european-cooperation-projects-2018_en)

**H2020: TRANSFORMATIONS-08-2019:** The societal value of culture and the impact of cultural policies in Europe

**Challenge:** The challenge is to develop new perspectives and improved methodologies for capturing the wider societal value of culture, including but also beyond its economic impact. Improved cultural value measurements and case studies also need to be developed in support of effective and inclusive policies and institutional frameworks that offer a convincing vision for citizens to cope with current cultural and societal transformations. In order to contextualise the debate on the societal value of culture, part of the challenge is to comparatively study the visions that underlie cultural policies as held by policy-makers and as embedded in institutions responsible for designing and implementing these policies at European, national and local levels.

**Scope:** Proposals should assess and develop appropriate methodologies and perform comparative qualitative, participative and statistical analyses at national and EU level to map the various forms of cultural engagement, assess the role of cultural participation as a source of wellbeing, and identify the benefits of cultural engagement across population segments. The historical role of culture in integrating and dividing Europe should be addressed with a view to learning more about the specific conditions in which cultural integration occurs. The nature and degree of the contributions stemming from cultural engagement to intercultural dialogue, cultural identity and community building should also be assessed. On the basis of innovative approaches and a representative geographic coverage of different parts of Europe, proposals should explain how cultural values are constructed in the age of social media, internet and television across different socio-economic groups. They should also investigate how urbanisation, spatial and social segregation, gender and rising diversity in European societies influence the formation of cultural values. In addition, proposals should assess the goals, strategies and effectiveness of cultural policies and institutions in evoking, transferring and maintaining cultural value, as well as addressing issues such as diversity and inclusion.

**Expected impact:** The action will provide new methodologies for capturing the societal value of culture in contemporary societies. It will improve statistical data and methods for capturing cultural impacts in cooperation, when appropriate, with national statistical institutes, relevant international organisations, networks, research infrastructures and Eurostat. It will also equip policymakers with effective tools for measuring, understanding and enhancing the impact of cultural policies. Participatory and co-creation approaches involving a wide range of stakeholders will contribute to innovative scientific and policy results.

**Type of action:** H2020/Research and Innovation action

**Project budget:** 3 million (100% funding)

**Submission deadline:** 14th March 2019

Find out more: [http://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-societies\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/wp/2018-2020/main/h2020-wp1820-societies_en.pdf)

**Other useful links to help with your funding applications:**

KEY ACTION II: [https://eacea.ec.europa.eu/erasmus-plus/actions/cooperation-for-innovation-and-exchange-good-practices\\_en](https://eacea.ec.europa.eu/erasmus-plus/actions/cooperation-for-innovation-and-exchange-good-practices_en)

Programme Guide: [http://ec.europa.eu/programmes/erasmus-plus/resources\\_en](http://ec.europa.eu/programmes/erasmus-plus/resources_en)

## Fairer fees

**Did you know that the average income in some European countries is less than 10% of that in some other countries? To cope with that, our General Assembly decided on a fairer system for membership fees.**

In case you missed the newsmail, we are pleased to inform you that from 1 January 2018, all countries will be assigned to one of four different fee groups, aligned to their 2015 GDP PPP (i.e. the 2015 gross domestic product per capita in international dollars regarding purchasing power parity). These four groups will include the following fees for members from the following countries:

Membership category	Group 1	Group 2	Group 3	Group 4
Individual membership	€10	€20	€30	€40
Professional membership	€20	€40	€60	€80
Corporate membership C	€40	€80	€120	€160
Corporate membership B	€80	€160	€240	€320
Corporate membership A	€160	€320	€480	€640
Organisation membership	€50	€100	€150	€200
European countries	Albania Belarus Bosnia and Herzegovina Bulgaria Hungary Kosovo Macedonia Moldova Montenegro Serbia Ukraine	Croatia Cyprus Czech Republic Estonia Greece Latvia Lithuania Poland Portugal Romania Slovakia Slovenia	Belgium Finland France Italy Malta Spain United Kingdom	Austria Denmark Germany Iceland Ireland Luxembourg Netherlands Norway Sweden Switzerland
Countries with IE members from outside Europe	Colombia Costa Rica Egypt Mexico Turkey	Israel	Australia Bahrain Canada New Zealand Puerto Rico	United States of America

Towards the end of the year, the new system will be introduced on our website. We also intend to align our general fee policy with it.

In general, the assignment of countries to single groups should change according to changes in the GDP PPP. However, all changes in membership fees are subject to the General Assembly.

## Welcome to our new members

### Organisation members

An Chomhairle Oidhreachta – The Heritage Council, Ireland  
Länsstyrelsen Dalarna, Sweden

### Corporate members

nexto, Slovenia

### Professional members

Gorana Barisic Bacelic, Croatia  
Nouha Bensalem, Bulgaria  
Aistė Bimbirytė-Mackevičienė, Lithuania  
Armin Christen, Switzerland  
Maria Pablo Josep, Spain  
Maria Papanikolaou, Greece  
Andrej Purgaj, Slovenia  
Angeliki Roussou, Greece  
Maria Roussou, Greece  
Sarah Sargent, UK  
Nina Schnyder, Switzerland  
Andreja Šega Gracej, Slovenia  
Andreja Senegačnik, Slovenia  
Barbara Škarja, Slovenia  
Mihaela Skrlj Brglez, Slovenia  
Marko Slapnik, Slovenia  
Emmanouela Theodoraki, Greece  
Panagiotis Theodorakis, Greece  
Jana Voršič, Slovenia  
Ruedi Zuber, Switzerland

### Individual members

Maša Ahej, Slovenia  
Nada Altbauer, Slovenia  
Verónica Álvarez Cachafeiro, Spain  
Kristina Andersson, Sweden  
Chantal Avellino, Malta  
Michael Bellwald, Switzerland  
Luiz Antonio Bolcato Custodio, Brazil  
Miro Breg, Slovenia  
Meritxell Casellas Vergés, Spain  
Pilar Closa Daltell, Spain  
Vasiliki Denaxa, Greece  
Barbora Dvorakova, Czech Republic  
Ellen Fauske Bleness, Norway  
Marianne Fischbacher, Switzerland  
Ioannis Fragkias, Greece  
Boštjan Gracej, Slovenia  
Kajsa Grebäck, Sweden  
Petra Gregorc, Slovenia  
Matev Gregorič, Slovenia  
Dimitris Hamezopoulos, Greece  
Karin Haulin, Sweden  
Goranka Horjan, Croatia  
Ursula Hribernik, Slovenia  
Ida Margrethe Hybertz Brennodden, Norway  
Jana Jeglič, Slovenia  
Olga Karayiannis, Greece

Bernarda Karo, Slovenia  
Viveta Karpontini, Greece  
Evangelia Katsarou, Greece  
Carmen Klepej, Slovenia  
Nikoloaos Koumarianos, Greece  
Milan Kovac, Slovenia  
Oleksii Kovalenko, Ukraine  
Katja Kumar, Slovenia  
Valerija Lajhar, Slovenia  
Randy Gunnar Lange, Norway  
Ivana Leskovar, Slovenia  
Tanja Lešnik Štuhec, Slovenia  
Lena Malmström, Sweden  
Oriol Marés Linares, Spain  
Anita Matkovič, Slovenia  
Nuria Mohedano Camacho, Spain  
Tina Mojzer, Slovenia  
Lydia Nikolaou, Greece  
Dušanka Gojić, Serbia  
Alice Lambrigger, Switzerland  
Chuck Lennox, USA  
Robert Martin, Ireland  
Gordana Milanović, Serbia  
Evelyn Oberhammer, Switzerland  
Orlando Sousa, Portugal  
Tetiana Voitovych, Ukraine  
Dorina Xheraj-Subashi, Albania  
Murielle Zufferey, Switzerland

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

## Janja Sivec is the new Country Coordinator for Slovenia

When finishing my university degree in Ethnology and Cultural Anthropology at the Faculty of Art in Ljubljana, several things happened in a very short time. I got sucked into the NGO sector and EU projects, became impressed and intrigued with heritage interpretation and was present when Interpret Europe was established in 2010 in Slovenia.



Being familiar with the possibilities of different EU programs (today's Erasmus +) and having met all the wonderful interpreters, I went on two different exchanges. The first was job-shadowing in Scotland with ARCHnetwork and the second was 12 weeks' practical work with TellTale in the UK. Those two experiences helped me immensely to see the practical aspects of interpretation and gave me the professional direction that I follow.

Since 2013, I have been the leader of NGO Legends. We research, promote and interpret heritage. We do a lot of different activities for children and youth and educational programmes for professionals in tourism and the heritage sector.

I am also an Interpret Europe trainer for Certified Interpretive Guides (CIG) and Certified Interpretive Hosts (CIH); programmes that are doing very well and have opened several doors for interpretation in Slovenia. From time to time I also help the IE social media team.

Most of my current work is leading different courses, but I still love to work as a guide and deliver pedagogical programmes for youth and children. They are the best of critiques. I enjoy combining heritage interpretation with the methodology of youth work, because they both offer methodology that is so close to my heart. Practice what you preach!

Janja can be contacted at: [janja.sivec@interpret-europe.net](mailto:janja.sivec@interpret-europe.net)

## Nuria Mohedano Camacho is the new Tourism Coordinator



Fascinated about travel, it all started right after finishing my bachelor degree in Tourism Management at the Polytechnic University of València in Spain. I have been working in the tourism industry for almost 12 years, during which time I have had the chance to learn from other cultures and be impressed by tangible and intangible heritage from the countries where I lived in. After developing my final career project in Beijing, China, I found out I was missing some training in sustainable tourism.

That is why I enrolled on the European Master's in Sustainable Tourism Management, a two-year joint master program tailor-made by three European universities located in Denmark, Slovenia and Spain. Whilst studying and afterwards, I quickly got involved in many different projects related to sustainable tourism development.

I am an active part of the non-profit organisation that promotes and develops ecotourism in Castilla-La Mancha, named "Ecoturismo CLM". I am part of the team at the first online magazine in Spanish specialised in responsible tourism, known as Travindy. Indeed, I combine all these with my job as a sustainable tourism consultant for Caminos del Guadiana Ecoturismo.

Right now, I am working on the two-year tourism management plan of a rural destination at the Natural Park "Valle de Alcudia y Sierra Madrona" aimed at promoting tourism throughout heritage conservation related to shepherding culture.

I believe reviving local cultural values, developing national creativity, and traditions and preserving heritage is the most important tool for sustainable tourism development.

Nuria can be contacted at: [nuria.mohedano@interpret-europe.net](mailto:nuria.mohedano@interpret-europe.net)

## Conference on Heritage and Identity: Call for Papers extended

**The deadline for paper abstracts has been extended until 15 January 2018 so you have time to work up your proposal over the holiday period to still have a chance to present in Hungary in March. Scholarships are also available to support attendance.**

Who are we and where do we belong? Every human being will ask these questions at some points in their lives. Answers often depend on what people consider their heritage to be and how they interpret it.

In the European Year of Cultural Heritage (EYCH), 'Heritage and Identity' will be the theme of our Interpret Europe Conference which will take place from 23 to 26 March in Kőszeg in Hungary, at its border with Austria. It will be organised by the Hungarian Association of Cultural Heritage Managers (KÖME) and opened by the EU Commissioner for Education, Culture, Youth and Sport, Tibor Navracsics.

Interpret Europe conferences regularly attract 150-200 participants from more than 25 countries, all of whom share a dedication to support local people and visitors at heritage sites in their search for meaning in heritage. Besides seminal keynote speeches and study visits to remarkable heritage sites, IE conferences benefit from up to 80 presentations and interactive workshops delivered by participants.

We considered how Interpret Europe could best contribute to recent challenges and debates and found that 'Heritage and Identity' would be an excellent theme. The question of identity is key when it comes to one's feelings towards Europe in all its diversity and one's relationship with single nation states, regions and local communities. One European region where identities most intermingle is the Austro-Hungarian border area. We, therefore, intend to run the conference as a border-crossing event, starting our pre-conference tour at Vienna from where we will travel into Hungary and ending our post-conference tour in Budapest. Study visits will include sites within the border-crossing Fertő / Neusiedlersee Cultural Landscape (a UNESCO World Heritage Site).

Destinations will be as different as Esterháza, the 'Hungarian Versailles', which belonged to one of the most famous landowning families of the Austro-Hungarian Empire, or the Pan-European Picnic Park where the Iron Curtain was first lifted in 1989.

In relation to the theme 'Heritage and Identity', we now call for abstracts of papers regarding questions such as:

- How can we consider different collective (religious, national, local, ethnic...) identities?
- Is there a 'European identity' mirrored by 'European heritage'?
- How should we cope with social aspects (education, wealth, gender,...) linked to people's identities?
- How can we address humanist values such as non-discrimination and human dignity?
- How can we encourage people to reflect upon heritage sites from different perspectives?
- How does interpretation alter the way identity constructs are passed on or questioned?
- Are there different identity constructs east and west of the former Iron Curtain?
- How do encounters with natural heritage shape the identity of people?

Presentations can be 25 or 55 minutes long and we generally recommend keeping them as short and inspiring as possible. Workshops can be 55 or 125 minutes long and will always be characterised by the active involvement of participants.

On our conference [website](#) you can find the submission form and abstract requirements. We look forward to receiving your abstracts of papers by 15 January 2018.

We will also accept abstracts of papers dealing with new developments in heritage interpretation theory and practice even if they are not directly related to the conference theme of 'Heritage and Identity'.

### **Scholarships**

The auction which we hold every year at the Interpret Europe conference raises money for a scholarships fund. We use this money to help people on low incomes come to the next conference. The scholarships pay for a major part of the conference fees.

If you are on a low income and want to apply for a scholarship to attend this year's conference in Hungary in March, this is what you need to do:

- Write a short letter explaining your interest in heritage interpretation, how the conference would help you in your career, and what you could contribute to the conference.
- Tell us about your experience in interpretation.
- Tell us why we should choose you.
- Attach your Curriculum Vitae.
- Email it to [scholarships@interpreteuropeconference.net](mailto:scholarships@interpreteuropeconference.net) by 15th January
- That's it!

We especially encourage people from eastern European countries to apply, but if you are just starting your career in interpretation in any country then you are welcome to make an application.

We will consider all the applications and let you know by 15th February, before the Early Bird booking closes.



## Would you like to organise our IE Conference 2019?

**While looking forward to our conference in Kőszeg, we already need to think where to go next. We therefore renew this call to all our members asking for proposals to organise our Interpret Europe Conference 2019.**

Our conference shall take place in spring and it shall be planned to ensure it is also accessible for members from countries with lower income. Increasing IE's membership numbers and perception in Europe are important goals of our conferences. If you took part in one of our recent events, you know that IE conferences consist of a lively mix of presentations, workshops and study visits and offer space for a lot of participation from many of our members.

Organising a conference for Interpret Europe means some work, but it might not only increase the reputation but could also help to raise an income for the organising partner in the host country. Of course, we would support you with all knowledge gained from previous events and you will see that there are tried-and-tested standards available for most steps to be taken.

If you have some experience in organising events, if you could imagine assembling a dedicated conference team in your region, and if you feel you would like to give it a try, please don't hesitate to send a brief letter of intent to [mail@interpret-europe.net](mailto:mail@interpret-europe.net), explaining your interest and including your initial suggestions for:

- an appealing conference theme
- a place and venue for about 200 participants
- possible destinations for study visits
- potential supporting partners in the host country.

You should submit your proposal by 31 January 2018 and we intend to select from all submissions in time to introduce the destination in Kőszeg in March 2018 if possible.

## Looking for IT support

**The IE Management is still looking for people who could support us in IT related issues. This is a repeat call!**

If you have knowledge in one or more of the following fields and if you would like to assist us, please contact Markus on [markus.blank@interpret-europe.net](mailto:markus.blank@interpret-europe.net).

- Typo3, Wordpress, or any other web content management system
- Basic html knowledge
- Adobe Photoshop
- Adobe Illustrator
- MS Office
- Databases (Libre-Base, MS Access)
- Serial Email software, e.g. Supermailer
- Smartphones

## The Tourism Team is calling for members

**Brand new, Interpret Europe's Tourism Team has just entered the stage. We are looking for members who would like to join forces in order to develop the wide and promising field of heritage interpretation and tourism.**

Memorable visits to heritage sites (cultural and natural) are sought by tourists and other heritage visitors. But high quality visits depend on skilful interpretation. Heritage interpretation, heritage conservation and heritage tourism are bedfellows and mutually dependant though. As it is understood, the link between heritage and tourism seeks for cultural significance and people's willingness to search for a deeper meaning in their heritage.

That is why I cordially invite you to participate in the recently created Tourism Team. It is aimed at highlighting the social and educational value of interpreting heritage as a key component of sustainable tourism. Along with sensation, perception and representation of tourism sites, heritage interpretation is a crucial step in processing information as part of the communication process between legacy and people shared in their free time.

In 2018, the European Year of Cultural Heritage will generate many spaces to deeply discuss and walk further into related links between heritage, sustainable tourism and social cohesion. A big motivation for collaboration in a collective road map and a chance to be part of the new path towards heritage and tourism. Therefore, we will work on the basis of building knowledge and inspiring innovation. Promoting excellence in the practice of heritage interpretation and gaining wider recognition of interpretation as a professional activity within cultural tourism. The Tourism Team aims to be a key forum for anyone interested in naturally and culturally significant features and how to enrich their relation to tourism.

Together we will stay current to the latest related information, we will put all efforts into strengthening Interpret Europe and be part of a paradigm change on how heritage plays an important role in getting people engaged with their local community and connecting them with their past as part of the tourism phenomenon.

I really appreciate the effort you have put in since you became a member of Interpret Europe. I know you have been putting in a lot of extra time, and you are truly inspiring and getting the most out of it. Today I am calling new members to be part of the Tourism Team in order to facilitate discussion and exchange of ideas, encourage excellence in heritage interpretation and develop and recognise best practices.

I am looking forward to your participation, please do not hesitate to contact me if you have any questions or concerns.

*Nuria Mohedano is Interpret Europe's Tourism Coordinator. She is a Sustainable Tourism Project Consultant for rural areas and an active part of Ecoturismo CLM, a non-profit organisation that promotes and develops ecotourism in Castilla-La Mancha (Spain).*

*You can get in touch with her at: [nuria.mohedano@interpret-europe.net](mailto:nuria.mohedano@interpret-europe.net)*

## Call for support populating the 'Market'

**Do you use the Market section of the website? In order to keep it up to date with details of suppliers, jobs, funding opportunities for you, we need someone keen to offer help in sourcing and maintaining the information.**

The Market section [www.interpret-europe.net/market](http://www.interpret-europe.net/market) has four parts in an attempt to provide members with key support: Partners, Suppliers, Funding and Jobs. We are seeking someone who could provide support in maintaining the information, as detailed below.

- Partners – you would need to ask members whether they plan any cross-border projects and search for partners and include adverts for them
- Suppliers – you would need to offer an opportunity to our corporate members for their details to be included at this page and collect the information
- Jobs – you would need to ask organisation and corporate members whether they have any job offers to advertise and offer individual/professional members the chance to advertise if they are seeking jobs

If you think you are able to fill [www.interpret-europe.net/market](http://www.interpret-europe.net/market) with life, please make contact: [news@interpret-europe.net](mailto:news@interpret-europe.net)

# Further Announcements

## Upcoming events in Europe

- 18.03.-21.03.18: [Europarc/IE Seminar Natural Heritage as Part of Our Cultural Identity](#), Sigger (Germany)
- 24.03.-26.03.18: [European Historic Houses Next Generation Conference](#), Siena (Italy)
- 23.03.-26.03.2018: [IE Conference – Heritage and Identity](#), Kőszeg (Hungary)
- 16.04.-20.04.2018: [NAI/AMBC International Conference](#), Reims (France)
- 21.04.-26.04.2018: [Euroclio Conference – Mediterranean Dialogues](#), Marseille (France)
- 03.05.-06.05.18: [EMF European Museum of the Year Award](#), Warsaw (Poland)
- 24.05.-26.05.18: [Conference Walking with Saints](#), Ronse (Belgium)
- 18.06.-24.06.18: [European Cultural Heritage Summit](#), Berlin (Germany)
- 18.09.-21.09.18: [Europarc Conference European Parks: Inspired by the Next Generation](#), Aviemore (UK)

## Upcoming events outside Europe

- 18.03.-22.03.2018: [Symposium People of the Great Stones](#), Lakewood Ranch, Florida (USA)
- 01.09.-06.09.18: [ACHS Conference Heritage Across Borders](#), Hangzhou (China)

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Thank you for your contributions.

Seasonal greetings from your IE News Team and best wishes for the New Year. Kaja Antleij (Australia), Marie Banks (UK), Anna Carlemalm (Sweden), Elena Kragulj (Spain), 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 a report and some photos to: [news@interpret-europe.net](mailto:news@interpret-europe.net). Please follow the [guidelines for newsletter authors](#).

If you would like to contribute an idea for a book review for future issues, please contact Nicole Deufel, Research Coordinator, at: [nicole.deufel@interpret-europe.net](mailto:nicole.deufel@interpret-europe.net)

Deadline for all contributions: Wednesday 28 February 2018

Are you following us on social media? Please also engage with us on [Facebook](#) and [Linkedin](#).

As a member you can also join our closed Facebook group. -

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