



interpret europe

European Association for
Heritage Interpretation

Newsletter – Winter 2018



*“To appreciate the beauty of a snowflake,
it is necessary to stand out in the cold” Aristotle*

Contents

Editorial	3
IE activities	
Nature and culture in dialogue	4
Heritage interpretation for the future of sustainable tourism	6
The European Year of Cultural Heritage (EYCH) – taking stock	7
The Faro Way and the importance of heritage interpretation	8
Coordinator sandwich	10
Training	
A not-so-ordinary course for not-so-ordinary tourist guides	12
Training course in a language I don't speak	14
New tourist routes explored on course in Ljubljana	16
In only two words – CIG course for Polish national parks	18
The force behind the courses	19
Congratulations to our newly certified members	20
Upcoming courses and webinars	21
IE member activities	
Mine, yours, ours – the heritage interpretation meeting	22
Learning about interpretation in Šibenik, Croatia	24
Western Balkans regional meeting	26
Heritage Lab in Kosovo: Letnica – an unwritten history	28
Done with mirrors – accessing built heritage in France from a new perspective	30
What's going on elsewhere	
#EuropeForCulture	31
Adaptive re-use and transition of built heritage	32
Research	34
Funding	
Interreg Med 2014-2020	35
Horizon 2020	35
Erasmus+	36
IE announcements	
Engaging with diversity conference: Call for papers	37
Welcome to our new coordinators	39
Welcome to our new members	42
Come and feel the heartbeat of IE	44
Further announcements	
Upcoming events in Europe	45
And finally...	46

IE Management

Dear members,

What a stormy autumn is behind us. Some of us were travelling on IE missions continuously from one international event to the next, our trainers ran more than a dozen courses all over Europe, and we set an all-time high with 88 new members joining during one single month.

Our country coordinators from Albania, Croatia, Macedonia, Montenegro, Serbia and Slovenia gathered for their first regional country coordinator meeting for the Western Balkan region in Novi Sad, discussing joint activities and our upcoming conference in Sarajevo.

Essential for building our inner structure was a two-day coordinator meeting we held in Bratislava, prepared by our managing coordinators and organised by the National Trust for Slovakia. We now have 32 coordinators building their own teams, and we discussed how to manage and support the processes around these teams, create synergies, and engage everyone in the most valuable way. If you would like to strengthen our teams through your workforce, check www.interpret-europe.net/contact and get in touch with the coordinator of your choice.

Together with our coordinators we could represent IE in speeches and on panels at international events almost on a weekly basis. This was necessary since many events accumulated towards the end of the European Year of Cultural Heritage. IE organised our last event of the joint project with Europarc at the European Commission in Brussels to better link natural to cultural heritage. It is really encouraging that we can also be active in several places all over Europe at the same time.

After giving our IE year the final touch, we hope that we will now find some time for a rest, placing some candles in the windows during longer winter evenings, and enjoying some meaningful moments with families and friends around our heritage to regain strength.

Thorsten Ludwig and Markus Blank
Managing Directors

AthinaTsekoura
(Greece)

Nature and culture in dialogue

IE and Europarc Federation, open the discussion in Brussels of how natural heritage influences cultural identity.

A very interesting and fruitful cooperation between Interpret Europe and Europarc Federation has been taking place during the last 12 months, focusing on the role of natural heritage to explore cultural identity.

Four steps were announced through the European Year of Cultural Heritage and after events in Siggen in Germany, Kőszeg in Hungary, and Aviemore in Scotland, it was the turn of Brussels in Belgium to host the last event on 28 November. The seminar, Nature and Culture in Dialogue, took place, hosted by the European Commission, DG Education and Culture.

Special guests contributed their unique perspective and ideas, opening a dialogue that must continue to lead to synergies for action.

Anne Grady, Directorate General (DG) Education and Culture, talked about the European Year of Cultural Heritage and how 2018 was buzzing from activity, not only in Europe but also around the world. A huge variety of events were held, promoting cultural heritage and “celebrating the past to build the future”.

Fotios Papoulias, European Commission Unit D.3 Nature Protection, DG Environment, shared the results of the European Year of Cultural Heritage in the environmental perspective. As he mentioned, almost half of all UNESCO World Heritage Sites in the EU are close to or overlapping Natura 2000 protected areas, so we can definitely understand that natural and cultural heritage are directly connected, facing similar challenges and opportunities at the same time.

Paolo Fontani, Director of the UNESCO Liaison Office in Brussels, spoke about Linking Natural and Cultural Heritage. He explained that the World Heritage Sites receive an important impact from ongoing economic development and the need of rebuilding some areas should also give them the chance to save heritage. For that, strong synergies and dialogue are needed.

Markus J. Prutsch, Senior researcher and administrator at the European Parliament, responsible for culture and education policies, analysed the relationship of natural heritage and cultural identity in Europe, explaining that we can retain our national or regional identity, but we can have a look with a European lens, and also the same with nature.

Ignace Schops, President of the Europarc Federation, talked about natural and cultural heritage in protected areas and how nature tells us a story that we have to take into account and use it as a mechanism to work on a sustainable future, not only in the protected areas but everywhere on this planet.

And one of IE's managing directors, Thorsten Ludwig, highlighted how natural heritage influences cultural identities, explaining that nature is a stock of metaphors for self-interpretation providing us the inspiration to see ourselves reflected in it, and it offers a vast variety of such metaphors so we construct our values, our moral, our ethics around this variety.

Participants also contributed with their experience, leading to the common conclusion that most culture is rooted in nature. Also, our heritage, whether cultural or natural, where the past meets the future, needs our joint actions through dialogue and synergies to preserve and promote the values that shape our identities.

Athina Tsekoura works in the environmental education field and can most often be found underwater. She is IE's Natural Heritage Coordinator and can be contacted at: athina.tsekoura@interpret-europe.net.



Brussels - open to ideas
(Photo: Tsekoura)

Heritage interpretation for the future of sustainable tourism

The European Cultural Tourism Network organised the 11th International Conference for Cultural Tourism, and Interpret Europe was there.

The 11th International Conference for Cultural Tourism in Europe took place in Pafos, Cyprus, from 25-27 October. An EYCH event, it contained a rich programme with presentations and workshops that covered trends, case studies, best practice, methods and concepts of sustainable tourism, from different European countries.

The European Cultural Tourism Network (ECTN) took great care to ensure the conference was of high quality, and the Pafos Region made sure that all conference participants enjoyed the always generous Cypriot hospitality.

I had the pleasure of representing Interpret Europe at this event, invited by ECTN, whilst also promoting our training programme – that raised the interest of many. My presentation on how IE's Certified Interpretive Host courses can promote sustainable tourism in a region, stirred many discussions, and seemed to be what lots of people working in the tourism sector are looking for.

Furthermore, I had been asked to talk about IE and our training programme as one of the presenters on the final panel of the conference. In this case, I chose to talk about the quality criteria of our courses, and explain how these are implemented in the course for Certified Interpretive Guides. Again, people's response to a course that improves guides' competences was very positive and it may even lead to CIG courses in northern Europe!

Finally, the conference included the customary awards ceremony for Destination of Sustainable Cultural Tourism 2018, which this time were offered along with Europa Nostra and the European Travel Commission.

As for all conferences, discussions between participants during the breaks, meals and visits were as valuable as the presentations themselves. Exchange of ideas, development of relationships and building connections with tourism organisations are always welcome. And in this case, Interpret Europe was seen as a respected network of experienced professionals promoting heritage interpretation as a key factor for the future of sustainable tourism in Europe.

Valya Stergioti is IE's Training Coordinator and works as a freelance Interpretive trainer and planner. She can be contacted at: valya.stergioti@interpret-europe.net.



The European Year of Cultural Heritage (EYCH) – taking stock

At the end of the EYCH, IE was invited to an interparliamentary committee meeting on European Cultural Heritage at the European Parliament.

IE's involvement in EYCH began last year, in 2017, with an invitation to join the EYCH stakeholder committee followed by notable achievements like delivering an introductory interpretation workshop for the EYCH Task Force and our award-winning paper, *Engaging Citizens with Europe's Cultural Heritage*, which promoted the case for using values, frames and universals to help EYCH activities across Europe really connect with people. Our 2018 annual conference in Kőzseg, Hungary, was also one of the first larger EYCH events opened by European Commissioner for Education, Culture, Youth and Sports, Tibor Navracsics.

By December 2018, no less than 11,500 events have been held reaching 6.2 million people to share and appreciate our common history and values. While much talk at the interparliamentary committee meeting (ICM), which took place in Brussels on 19 and 20 November, was given to stronger links between arts and culture in formal education and greater support from Europe, particularly in terms of funding, informal education was not forgotten. Equally encouraging was the acknowledgement by the ICM reporter that a purely economic project is insufficient to bring people together in the current context.

IE's task at the meeting was to reaffirm its position as Europe's professional organisation that nurtures the interpretive approach and its guiding role to harmonise different narratives in Europe. As the year draws to a close, new EU funding will soon provide much-needed support through the 2021-2027 Creative Europe programme (€1.85 bn). However, IE must keep lobbying for interpretation to be further recognised by European decision-makers beyond its involvement in EYCH so that attention is not lost as heads in Brussels inevitably turn to the new initiatives in the EU pipeline.

Sandy Colvine is Interpret Europe's Outreach Coordinator and a member of IE's Training Team. He lives near Avignon in France and can be contacted at: alexander.colvine@interpret-europe.net.



Brussels - ICM EYCH
meeting
(Photo: Colvine)

The Faro Way and the importance of heritage interpretation

‘The Faro Way: enhanced participation in cultural heritage’, an EU-CoE joint project, started with a seminar on 13-14 December in Madrid (Spain).

This first seminar of this European project, which was held at the Ministry of Education, Culture & Sports, was a European Year of Cultural Heritage (EYCH) closing event for Spain. It was attended by the European Commission, the Council of Europe, representatives from the Ministry of Culture, different autonomous communities, representatives from Andorra, Cyprus, Greece, Italy, Portugal, France and Turkey, as well as non-profit civil society organisations related to heritage.

The Faro Way project, prepared by the European Commission and the Council of Europe, aims to promote the adoption of the Faro Convention by national authorities. During the two-day seminar, the role heritage can play among society was debated and dominated the programme. Some other key points were also considered, such as: how to address social participation, the importance of a wider understanding of heritage where people are at the centre, and the need to reconnect Europeans by highlighting core values through heritage.

The Faro principles and the need of such framework was fully explained together with study cases from other countries, in order to share how to apply this tool. There was no doubt among the participants of the huge potential that heritage brings for participation. The Faro Way does not really create mandatory actions, or specific obligations. It suggests, rather than imposes. It defines principles and areas of action where signatories should be addressed and stakeholders receive the impact.

Among the speeches, firstly, the promotion of a wider understanding of heritage and its relationship with the common cultural heritage and society was discussed. Some intangible aspects might be taken into consideration, for example, the perception of the people, the diverse interpretation applications and the conflict-dialogue resolution approach. The public action proposed was to develop a democratic participation, where human individual and collective rights should be identified.

Secondly, the importance of meanings and uses that people attach to cultural heritage and the values that it represents. Here, the interaction between people, places and stories was highlighted. It is here where cultural heritage is considered as a resource for sustainable development with a strong economic potential, where societal challenges may be addressed, where trust and mutual understanding can be promoted and a way to reinforce social cohesion and shared responsibility. The participants agreed from each perspective that cultural heritage policy design needs to be included in action plans.



In order to improve awareness and access to cultural heritage, The Faro Way recommends a three-step strategy, namely: education, new technologies and greater involvement. Cultural heritage may be included in the educational curriculum and on the research agenda, thus new technologies allow a re-proposition of a creative application to the heritage and lastly encouraging everyone to participate. There is a specific need then to develop innovative approaches that fit within the general framework.

The role of local authorities on heritage throughout their policies and laws is somehow adopted already but there was a general suggestion to take a bigger view with an integrated approach on cultural heritage, and a greater cooperation with stakeholders, meaning: joint action.

The Faro Way covers three dimensions: cohesion, endangered heritage and innovative practices, not forgetting the role interpretation can play to involve heritage communities. Nowadays the situation is a bit more balanced as society joins in some cases the management of heritage. They have the right to enjoy the heritage but also to offer their opinions for the management of it, aligned with democratic principles. It was evident that, despite the differences between contexts in EU countries, The Faro Way is the way to work collaboratively, with the need for narratives to cover the diversity of interpretations, and the establishment of processes for conciliation. Cultural heritage at its very beginning has a quality-of-life goal, and recognising a responsibility towards cultural heritage may help to develop ways to cooperate. There is a need to count with the presence of people who can convey the message as facilitators, so Interpret Europe seems to be a stakeholder with a civil society voice on that too.

Nuria Mohedano is a sustainable tourism specialist working as a consultant for destinations and small companies. She is IE's Tourism Coordinator. She can be contacted at: nuria.mohedano@interpret-europe.net.



Seminar participants
(Photo: Mohedano)

Coordinator sandwich

Meeting of minds – The coordinator ‘filling’ between the management and members met in Bratislava recently to discuss vision and action plans.

How do we build strong teams to support the membership and the management in meeting IE's goals?

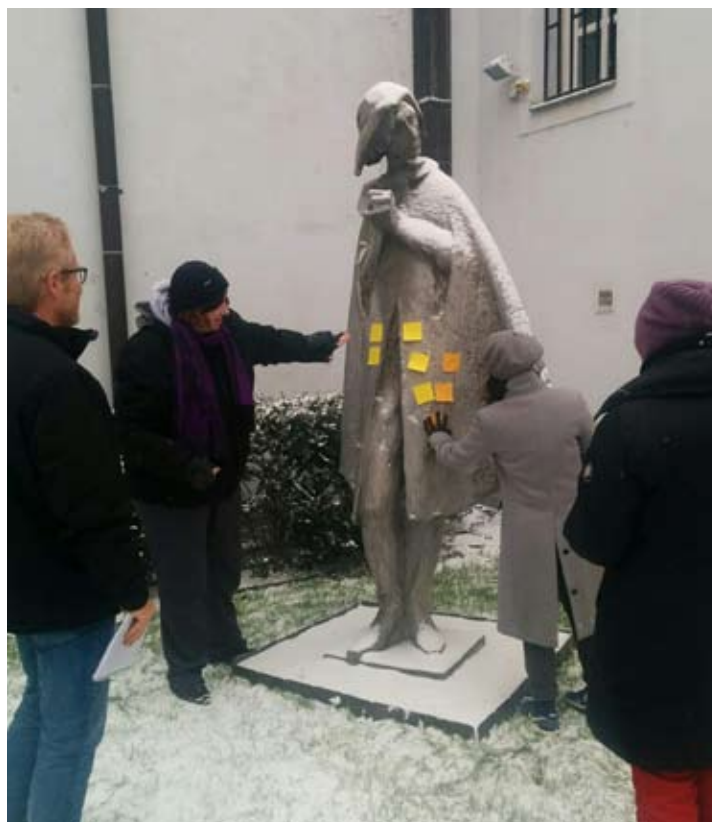
We weren't totally sure but it seemed a good idea to start with getting the people in the 'coordinator sandwich' (the filling or glue between the management and the rest of the wider membership) together in person so that we could start to make a plan.

IE is still a young organisation and our structure and processes are still evolving. The idea to have coordinators to support the management was introduced in 2016 and we now have 32 coordinators, many of whom are also surrounded by a team.

So, to Bratislava we went, where 20 of us got together to see the real people behind the emails and Skype chats.

In the University Library (<https://www.ulib.sk/english/>), this collection of coordinators came together to make some noise, listened to by Franz Liszt (who played his first concert there in 1820 at the age of 9 so he's probably heard a lot in his time, but we wondered what he thought of having us around for two days!)

We had some short presentations to all better understand what is expected of us, we discussed some of the points raised in the vision papers (each team has been tasked with thinking about their goals for the next year or so to help meet IE's wider goals), we did some exercises from the CIG course to keep our minds and senses active in the field of meaning-making (and the cold and snow also helped to keep us feeling fresh during the busy two days), we played some games to get to know each other better to strengthen our team spirit and we had a guided tour of the historic old town, enjoyed a reception hosted by the Slovakian National Trust (www.nt.sk/sk), and ate lots of lovely local food to fuel our discussions.



Franz Liszt-ening to us do a CIG activity (Photo: Banks)

And, what did we conclude?

Well, that we have a great network of dedicated, enthusiastic coordinators; that we are all proud to volunteer for such an organisation to further the understanding and practice of heritage interpretation across Europe and beyond; that even though we have a long road to travel we have already made some good strides and the journey together will be a good one if we are bonded more strongly together. There are some specific action points which will hopefully make our connections to everyone stronger and you should start to see and hear our voices and actions throughout the organisation.

I'm sure you know that the structure includes management coordinators, subject coordinators and country coordinators. You can find out more about the individuals in each role here on the website (<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/>) and we will be adding more information about each team and what they do.

If you have ideas to propose, would like to join a team, represent your country if it does not yet have a coordinator, or start a subject team, we would love to hear from you: mail@interpret-europe.net. Please make use of the IE coordinator sandwich to ask questions or give feedback!

Marie Banks is IE's News Coordinator and works as a freelance interpretation consultant and proofreader/editor. She can be contacted at: marie.banks@interpret-europe.net.



IE coordinators keep warm in Bratislava & Coordinating the coordinators' suggestions (Photos: Klarić)



Training

Ivana Karanikić
(Croatia)

A not-so-ordinary course for not-so-ordinary tourist guides

Just a step forward will change your point of view, and that step forward for me recently was the IE CIG course held in Bakar, Croatia.

Anyone can get stuck in the rut of standard guiding requirements, even when you live in Croatia, the homeland of so many phenomena, a country rich in heritage with no fewer than ten UNESCO world heritage sites. This rut can be deep and comfortable, so the challenge is to find a million ways to highlight yourself and acquaint your visitors with hidden heritage gems in a wholly new and innovative way.

Everything happens for a reason, and it was an incredible coincidence that the first Interpret Europe Certified Interpretive Guide (CIG) trainer, Iva Silla, decided to hold the first IE CIG course for Croatia in Bakar, a charming small town just 20 minutes' drive from my hometown. I do not know how all the participants came together, but from the very first minute of the first day, I felt an enormous amount of good energy and positive vibrations coming from all the women attending the course. The group was made up of 14 participants, our trainer, Iva, and our good fairy, Silvija Jacić, who did everything to make us feel welcomed and relaxed despite the very intensive and demanding tasks. From the moment we met, it seemed as if we had been a team forever, but the truth was that the majority of us had never met before.



Along the Frankopan Paths interpretive centre, Kraljevica (Photo: Holenko)

Honestly and without any exaggeration, those five days were among the best days of my life. Thanks to Iva who managed to transfer to us all her passion for heritage interpretation and her extended knowledge in this field. I felt just like a child in kindergarten who is trying to find something nice in everything even if at first sight things didn't seem promising. What impressed me the most was a tree – simply a tree, standing in an open fish market, which, in less than half an hour became a phenomenon and turned me into a storyteller. If anyone had said before that I would talk about a tree with such passion and love, I would have considered them completely crazy. At that moment I realised that this was not an ordinary course but a course that would teach me to discover hidden meanings in phenomena that we usually take for granted.

I was right. Both the course and the extraordinary trainer exceeded all my expectations, so much that I knew that I wanted to give my town, Kastav, the potential to feel the same energy we had given to Bakar when walking along its narrow streets and exploring its phenomena. So the decision was made – the next Croatian CIG course will take place in my hometown, Kastav, in February and March 2019 with the full support of the Town of Kastav. Join us!

Ivana Karanikić is a licenced tourist guide, tour leader and the owner of Prolingua travel agency (www.prolingua-travel.hr) and, hopefully, a future IE Certified Interpretive Guide. She can be contacted at: ivana.karanikic@prolingua-travel.hr.



Explaining the phenomenon
- the tree (Photo: Jacić)

Training course in a language I don't speak

What an experience! From no knowledge to the moon in just five days! I was crazy to do a course in another language, but it was all worth it.

I have always been fascinated with heritage. This came to me, like to most of us, naturally. From the first fairy tales and bedtime stories, to discovering new worlds hidden in the first books I read on my own. The fascination did not end there; it continued with discovering legends and stories told by wise old people. Legends have always been a very important part of my life. They were my escape from loneliness, fun when I was bored and a place of escape when something did not go as planned. And fascination with old stories and my work in tourism led me to the Certified Interpretive Guide (CIG) course in Slovenia. I shouldn't forget to mention that I am from Croatia and not a native speaker of Slovene. So the adventure began.

When I got the invitation to join the training course in Slovenia I had no second thoughts. I had wanted it badly and for a long time. So I said a big "Yes" to the opportunity. The day before the trip from Zagreb to Ljubljana, I became pretty anxious about my ability to speak Slovene. To be perfectly honest, I was not at all sure of my capacity in Slovene language in general. "Well, you have watched *Kekec* (Slovene youth film) and *Pippi Longstocking* in Slovene as a kid, you will be fine!" I was comforting myself like this all the way to Ljubljana. But that is easy to say and hard to accept.

Even the trip was some kind of adventure. At the train station in Zagreb I was looking for a place to sit down. I picked a place next to a young man who was reading a REAL book, and that was a good decision, because he really liked stories and languages. We talked all the way to Ljubljana.

On the first day of the course, I was asked by the trainer, Janja Sivec, if I would like her to explain some things in English, but I declined her kind offer, because I didn't want to slow the group down, and I was the only foreign one in the group. After a few sentences, I was thinking, "Oh my God!!!! Why, oh why have I chosen the hard way? I do not understand a word!" But I remembered one friend telling me once when I was shaking with cold, that you just have to relax and calm yourself and you will be fine. So I decided to take his advice, even if this course was not related to the cold. And after a while, I was able to understand everything. I was simply amazed. And not just with my sudden ability to cope in another language, but with the fact that I was surrounded by a group of terrific women. These amazing ladies, every single one the expert in their field, were just great. Such an amazing, mixed-aged group with experts in nature science, herbalists, tour guides, costumed tour guides and nature interpreters.



In five intense days, empowered by women's energy, we were confronted with challenging exercises and tasks that constantly shook us out of our comfort zone. Role playing, learning new skills, pushing our boundaries, getting to know and use new techniques... we got all that and more in those five days. I was fascinated with how much spark, and an honest wish to learn new things, was shown by the participants in this course.

I am thankful to Janja, our trainer, who gave us guidance and did her best so that we left Ljubljana with new ideas, knowledge and tools to use in our work. I can hardly wait to finish my homework and apply this new knowledge in my work. And when you wish for something really hard, not even a language barrier will stand in your way. So I would suggest to everyone to get out of their comfort zone and go on a new adventure.

Elizabeta Milanović Glavica is a Managing Director of the Central Podravina Tourist Board in Virje, Croatia (www.tzp-sredisnja-podravina.hr). You can get in touch with her at: info@tzp-sredisnja-podravina.hr or elizabeta.milanovic@gmail.com.



Dragon as a symbol all over the world
(Photo: Koritnik)

Try walking in my shoes -
how to understand our blind
guests (Photo: Milanović)



New tourist routes explored on course in Ljubljana

This Certified Interpretive Guide (CIG) course gave an opportunity to use real tourism offers to practice interpretive guiding.

During this course, organised by the Slovenian Professional Guides Association and delivered by Janja Sivec (CIT) between 5-9 November, participants were introduced to two of the completely new tourist routes in Ljubljana: the Ljubljana Bee Path and the Ljubljana Lace Trails. The task for the course participants was to prepare interpretive tours for these two subjects, which are going to be offered as independent city tours starting in December 2018. These two interpretive tours will be suitable for everyone, including guests with special needs.

Why the Ljubljana Bee Path?

The beekeeping tradition in Ljubljana and its outskirts goes back to the time of the first prehistoric settlements. Over 4,500 beehives are active in the area of the City of Ljubljana, representing 3% of all Slovenian beekeepers. They are organised into four beekeeping societies. Urban beekeeping is now flourishing in Ljubljana with the culture and congress centre, Cankarjev Dom, as a pioneer leading the way. Honey produced in the area is of very high quality. In addition to beekeepers, the City of Ljubljana also takes care of bees by planting perennials with many honey plants among them.

The Bee Path was created to include all of the above topics and a lot of other content. It was designed in October 2015 and already unites 35 members from educational and cultural institutions, health-care centres, economic entities and, of course, beekeepers and beekeeping societies. It is not just a path, it is a movement of like-minded people caring for the well-being of bees in the city with very diverse activities. That is why the City of Ljubljana lined up new tourist products presenting natural and cultural heritage related to beekeeping in the city.

And - Ljubljana Lace Trails!

The Slovene capital Ljubljana is not yet widely known as a lace centre with a magnificent lace history. The first written mention of lace on Slovene land dates back to the second half of the 17th century and it comments on lacemaking and lace trading in Ljubljana, and on the use of lace among higher social classes. Johann Weichard Valvasor, a Slovene historian, polymath and member of the Royal Academy in London, stated in his book, *The Glory of the Duchy of Carniola*, published in 1689 that, "Many types of Dutch and Venetian lace are made in Ljubljana, they are sent to various countries, and they are distributed far and wide by special peddlers".

In the 18th century, lacemaking spread to the suburbs, among the lower social classes. In that time, among all the cities in Carniola, Ljubljana had the highest number of lacemakers. Therefore, it is no coincidence that the first lacemaking school on Slovene ground was founded in Ljubljana, in 1762. Within a short period of four years, supposedly 200 bobbin lacemakers completed their training here. Sadly, it closed down in 1768. In spite of that it was very important, not only for lacemaking, but also as the first craft school for women in Slovenia. And an interesting history of lace in Ljubljana continues to our modern time.

So, you are invited to come to Ljubljana and join one of the new interpretive tours with the city bees and/or with the beautiful Ljubljana lace!

As a participant of this course I found it surprisingly enjoyable and rewarding because I love the bees and the lace in general. At the beginning of the course it seemed a bit hard (i.e. stayed focused on interpretation theory, not just talking about the subject matter) but after all it became clear how to introduce these two subjects in an interpretive way. I can now add the new knowledge of interpretation to my every day guiding around my home town.

Dominika Koritnik Trepel is a tourist guide, founding member and secretary of the Slovenian Professional Guides Association. She lectures about the accessible, pilgrimage and apitourism during specially prepared courses for tourist guides. She can be contacted at: trepel@siol.net.



Lace in Ljubljana
(Photo: Sivec)

Marek Tokarzewski
(Poland)

In only two words – CIG course for Polish national parks

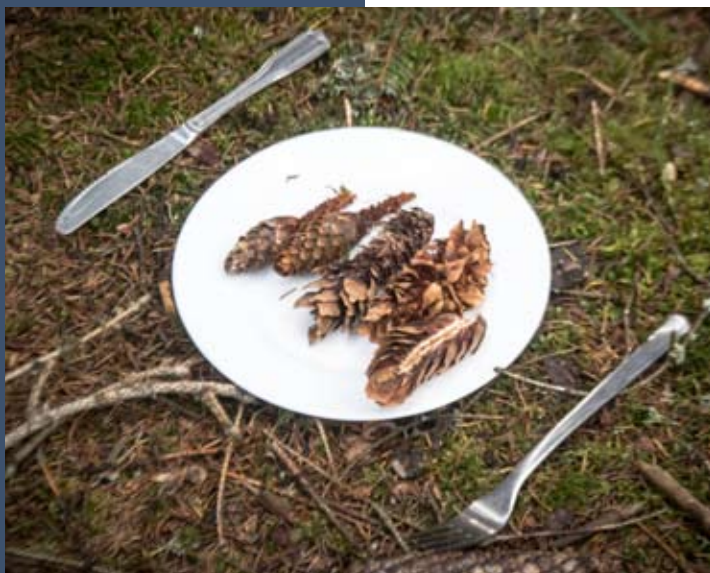
I have never experienced something like that before: five days of intensive training brought an unexpected result – we became interpreters!

Magda and Alicja (our trainers) took us on an unusual journey, where every single element could be turned to a phenomenon, in each corner there was a revelation, and - thanks to stepping stones - we reached the theme. Our group consisted of experienced educators, young park rangers and, at first glance, a mix of unusual people! The relations born during the training will overcome every storm. Who could think that after five days of hard work from dawn to dusk that we wouldn't be able to take leave of each other and would still be discussing our experiences?

After first discovering interpretation during the course, I knew one thing in my heart: it would not work. "It looks nice, but I will not be able to speak like that", I thought. What a positive surprise for me on the last day, when I was listening with admiration to perfectly prepared interpretive talks by the other trainees. Then it was my turn... and it went really well! Our trainers managed to elicit from us something that we hadn't expected to have inside us! Interpretation can be felt under the skin, and the real value is not what you want to say to people, but what you can hear from them.

I strongly recommend the IE Certified Interpretive Guide (CIG) course and I hope that other trainers are at least half as good as Magda and Alicja. If it is so, you can expect the best!

Marek Tokarzewski works in Education Department in Polesie National Park. He also runs his blog about working in national park (okiemparkowca.blogspot.com). You can get in touch with him at: marek.tokarzewski@poleskipn.pl.



Some props are surprising
& Making a powerful main
theme
(Photos: Kuś)

The force behind the courses

IE courses on heritage interpretation have been developed thanks to our members who offer their experience and time in bringing them to life.

Behind each new course in IE's training programme lie years of professional experience, the capacity to turn interpretive skills into training activities and the ability to make these activities suitable for participants from different European countries.

This may sound reasonable, and even expected, in order to meet the high standards Interpret Europe tries to maintain for all its courses. However, in practice, things are not as simple as that. It is only thanks to those who offered their experience, capacity and imagination, along with many working hours, that Interpret Europe can now offer these courses.

Working in teams, or individually, building on their own rich professional experience, as well as on other training material, with more or less support from the Training Team, we still need to thank each one of them for the work and the training material they have generously offered.

Without them, IE's training programme would not be as rich as it is today.

So, a big thanks, especially to: Sebastian Bellwald, Kristian Bjørnstad, James Carter, Sandy Colvine, Susan Cross, Ivana Jagić Boljat, Kate Howard, Thorsten Ludwig, Michal Medek, Nuria Mohedano, Dragana Lucija Ratković Aydemir, Steven Richards-Price, Peter Seccombe, Helena Vičič and Mark Wallis.

Valya Stergioti is Interpret Europe's Training Coordinator and works as a freelance Interpretive trainer and planner. She can be contacted at: valya.stergioti@interpret-europe.net.



Congratulations to our newly certified members

Certified Interpretive Guides (CIG):

Cristina Abian Esteban, Spain	Sergio López Barrera, Spain
Antonia Aguayo, Chile	Pablo Maldonado Zubicueta, Chile
Camila Altamirano, Chile	Florence Marguier, Germany
Josep Oriol Borrut Fontanals, Spain	Emmanouil Melas, Greece
Pau Bonachela Polo, Spain	Themis Nasopoulou, Greece
Paula Bozzolo, Chile	Sebastian Parada, Chile
Petra Bralić, Croatia	Anna Pikus, Poland
Maria José Cabezas, Chile	Eva Renz, Germany
Sedina Cerovac, Croatia	Gemma Rovira Soler, Spain
Camila Chamorro, Chile	Alex Sandoval, Chile
Anna Chatel, Germany	Katja Siemund, Chile
Miguel Angel De La Fuentes Rosúa, Chile	Héctor Sierra, Chile
Raffaele Di Biase, Chile	Claudia Spasiano, Germany
Alejandra Diaz, Chile	Tea Štifančić, Croatia
Luis Felipe Diez, Chile	Saša Tkalec, Croatia
Ana Inés Figueroa, Argentina	Natalia Torné Sancho, Spain
Gustavo Andres Forero Delgado, Spain	Xavier Torrebella, Spain
Maria Fotias, Greece	Laura Torrent Alsina, Spain
Miguel Angel Fuentes Rosúa, Spain	Anand Torrents Alcaraz, Spain
Kim Gantzhorn, Germany	Jaume Torres Lacruz, Spain
Mireia Garcia Gonzalez, Spain	Marko Trupković, Croatia
Rosana Giusti, Croatia	Pau Urgell Plaza, Spain
Esther González Navarro, Spain	Àlvar Uyà i Garsot, Spain
Manuela Hrvatin, Croatia	Isabel Vergara, Chile
Marcela Ibieta, Chile	Christian Von Johnn, Chile
Tanja Ivek, Croatia	Sebastian Wacięga, Poland
Lovorka Jakopiec, Croatia	Urs Wegmann, Switzerland
Josip Klanfar, Croatia	Carolina Yañez, Chile
Dubravka Kranjcevic, Croatia	Christian Zaar Francas, Spain
Danae López, Chile	Morena Želja Želle, Croatia

Certified Interpretive Writers (CIW):

Themistoklis Adamopoulos, Greece	Madison Leeson, USA
Nouha Bensalem, Bulgaria	Suzanna Levey, USA
Tadej Curk, Slovenia	Themis Nasopoulou, Greece
Evinç Dogan, Turkey	Dimitra Sidiropoulou, Greece
Carmen Granito, UK	Saša Tkalec, Croatia

Certified Live Interpreters (CLI):

Éva Birkás, Hungary	Iva Silla, Croatia
Tina Hudnik, Slovenia	Nora Szekely, Hungary
Erika Levai, Hungary	Eszter Szuba, Hungary
Adam Nemeth, Hungary	Anett Vég, Hungary
Valia Pischou, Greece	Gabriella Veresne Tar, Hungary
Beáta Pravetz, Hungary	Helena Vičič, Slovenia

Upcoming courses and webinars

Upcoming courses

Would you enjoy an enriching course with like-minded people and to gain an IE certification?

See below and keep an eye on the training pages of the IE website for up to date information on the next courses available near you:

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

or email training@interpret-europe.net.

DATE	LANGUAGE	LOCATION	TRAINER
IE Certified Interpretive Guide (CIG) courses			
14-18/01/2019	Croatian	Šibenik, Croatia	Iva Silla
14-18/01/2019	English	Šibenik, Croatia	Janja Sivec
22-24/01/2019 02-03/02/2019	Croatian	Kastav, Croatia	Iva Silla
25-27/01/2019 02-03/02/2019	Slovenian	Štanjel, Slovenia	Helena Vičič
25/02-02/03/2019	English	Elefsina, Greece	Valya Stergioti
26-28/04/2019 18-19/05/2019	German	Admont, Austria	Markus Blank
30/08-01/09/2019 28-29/09/2019	German	Freiburg, Germany	Thorsten Ludwig
IE Certified Interpretive Writer (CIW) course			
24-29/05/2019	Czech	Kaprářův mlýn, Czech Republic	Michel Medek

Upcoming webinars

IE webinars are free for IE members and are conducted in English. Make a note of our next webinar:

8 January: *How to embrace cultural diversity while fostering social cohesion*, by Patrick Lehnés (Germany)

Email helena.vicic@interpret-europe.net for more information.

IE member activities

Vojka Cestnik
(Slovenia)

Mine, yours, ours – the heritage interpretation meeting

IE's country team for Slovenia hosted a meeting on heritage interpretation, encouraging non-members to join us too.

The event was organised by Janja Sivec, the Country Coordinator for Slovenia, and her team. Zavod Celeia offered free use of the venues.

On the morning of 2 October, 48 heritage interpreters gathered at the Old Castle of Celje on the top of the castle hill. 14 of us were IE members, while the others came from similar organisations, working mainly in heritage promotion and tourism.

After the morning wake-up coffee we split into two groups. The first one was taken on a round tour of the castle by Carmen Klepej, an IE Certified Interpretive Guide. Using only the power of word, through story-telling, comparisons and other rhetorical stepping stones, Carmen managed to move us back through time to the year 1392. She painted for us a vivid picture of the castle kitchen, the family life of the Counts from Celje as well as their subsequent marriage contracts, their dynastic fights and their final tragedy.

Meanwhile, the second group was engaged in Janja's workshop. Janja introduced two of the IE training courses: Certified Interpretive Guide (CIG) and the Certified Interpretive Host (CIH). She discussed the role of interpretation in conveying messages and the various types of heritage, such as tangible and intangible, mobile versus static, etc.

The two groups then swapped places. The first one attended Helena's workshop, while the second one followed Carmen on a guided tour. Helena presented the Certified Interpretive Planner (CIP) course, the first of which was soon to take place in Rijeka, Croatia. We were encouraged to consider various aspects which need careful attention when planning any kind of interpretation, be it in the form of an exhibition, a thematic trail etc. We learned that balancing the space, the heritage, the management and the people involved can be quite a tricky process.



Brainstorming and team building (Photo: Vičič)

In the afternoon, we all moved from the castle hill to the town hall in the city centre. Janja and Helena introduced the Interpret Europe organisation and its activities. They recommended IE's Altiero Spinelli prize-winning paper, Engaging citizens with Europe's cultural heritage. The rest of the meeting was dedicated to cases of good practice from Slovenia. Lenka Stermecki from Zavod RS za varstvo narave introduced the geo-identity in the cross-border Karavanke UNESCO Global Geopark. Metka Starič from Zavod Parnas shared with us their latest project on the interpretation of culinary heritage. The architect Milan Kovač critically discussed the protection of the archaeological stone monuments in Celje. And finally, Marko Slapnik from Poseben dan, Zavod za pristna doživetja introduced the interpretation along the thematic route at Logarska dolina.

It was a busy day, packed with interpretation. It was also a day of socialising with our friends from IE and an opportunity to meet other interpreters from similar organisations. We enjoyed a nice atmosphere and gathered a lot of new information. At the end of the day at least three of the non-IE members were convinced by the IE approach and decided to join us and hopefully many more enjoyed their first introduction to IE and we will see them again in a professional capacity. Congratulations to Janja and Helena for a well-prepared event!

Vojka Cestnik is an archaeologist and an IE Certified Interpretive Guide (CIG). A substantial part of her work has been dedicated to heritage interpretation at Vače, important archaeological site in Slovenia. She develops guided tours as well as live interpretation programmes. You can reach her at: vojkacestnik@yahoo.com.



Solving the puzzles of interpretation
(Photo: Vičič)



Experiencing the Celje castle
(Photo: Koritnik-Trepel)

Learning about interpretation in Šibenik, Croatia

Heritage interpretation, tourism of experiences and sustainability, were the main focus of this interactive and inspiring workshop.

Šibenik, a town which over the last few years has proved itself to be a favourite Dalmatian destination regarding its cultural-tourism offer, was the host of the three-day educational workshop, 'Interpretation of heritage and tourism of experiences for the sustainable development of local communities', which took place 22-24 November.

The workshop aimed to improve the knowledge and skill of participants from the field of heritage interpretation and the creation of an experiential cultural-tourism product, and with its work to contribute to the development of local communities. The workshop was organised by Interpret Croatia and a local host, the Association of Tourist Guides "Mihovil" Šibenik, who are partners in the project 'Interpreting our heritage'.

The workshop's programme consisted of several lectures and interactive workshops led by four different, very inspiring individuals:

- **Valya Stergioti**, IE's Training Coordinator and a freelance interpretation trainer and planner, introduced the attendees to the world of heritage interpretation, vividly describing her main principles with the help of many examples from her experience. She emphasised the idea of "provocation instead of instruction" wherein heritage is brought closer to the user via universal human themes and experiences.
- **Daniela Angelina Jelinčić**, a scientific adviser at the Institute for Development and International Relations in Zagreb, dealt with the senses and she practically illustrated the possibility of provoking emotions with the help of sensory stimuli.
- **Dragana Lucija Ratković Aydemir**, Director of Muses Ltd consulting and management in culture and tourism, co-founder and vice president of Interpret Croatia and IE's country coordinator for Croatia, illustrated the art of interpretation planning with the example of her award-winning project, the 'Kuća o batani' eco-museum. She pointed out the power of heritage interpretation for the preservation of local identity and the vital role which the support of the local community has in it.
- **Lana Domšić**, lecturer and coordinator of international cooperation on the course of cultural management at the accredited 'Baltazar Zapešić' University lead the participants into the world of participatory approach in heritage interpretation, which was also her research subject in her PhD thesis, 'The participatory interpretation of heritage and the social effects on the young'.

We asked Lana Domšić to comment and expand on her workshop, which she called 'Interpretation of heritage and tourism and the sustainable development of local communities', and to speak about the impressions that she gained from the course:

"The changes in the methods of communication and cultural spending which have come about in contemporary society, notably following the development of internet technology, have also led to the changes in the understanding of the role of heritage interpretation," she says.

Lana's workshop concluded that traditional tours are no longer enough to attract and hold the attention of visitors. The task for heritage institutions and experts is to abandon their role as expert and turn into facilitators who will enable interaction with heritage and encourage users into the communication, creation and the sharing of content. Museums and places of heritage must transform from static monuments into valuable resources for the sustainable development of a community and its learning.

During the highly interactive session, Lana and the participants discussed possible methods to personalise heritage and to encourage active inclusion through offering alternative viewpoints, user-created content, digital technology and participatory design. The participants contributed significantly with ideas and examples from their own practice or from heritage institutions that they had visited. The group also practised encouraging users into the active involvement by asking relevant and provocative questions.

Lana concluded:

"It was a special honour for me, and I am pleased that I gave my presentation at this gathering in the company of three top experts in the field of heritage interpretation and cultural tourism."

One of the participants, Vida Ungar, described the workshop as a great success:

"The excellent themes and even better leaders delighted our interpretation clan who were just waiting for the chance to learn from and enjoy the inspirational company. The workshop gave us an excellent introduction into the noble skill of heritage interpretation as well as a powerful incentive for the creative involvement of the connections of heritage in the life of the community".

Ivana Jagić is a museologist and heritage manager from Zagreb, Croatia. Since 2013 she has been working in Muses Ltd consulting and management in culture and tourism, as a museologist and interpretation planner. She is the Association Secretary for Interpret Croatia and has been a member of Interpret Europe since 2016. She can be contacted at: ivana.jagic@muze.hr.



Learning about interpretation
(Photo: Klarić Vujović)

Western Balkans regional meeting

The IE action plan focused on regional heritage interpretation has opened the door to the Western Balkans to showcase best practice.

Through important topics, inspired discussion and constructive conclusions, an action plan for the country coordinators in the Western Balkans was developed. This plan, which reinforces IE initiatives, was developed at the Western Balkans Country Coordinator meeting held in Novi Sad on 18 November.

This event was extraordinary and reflected the ambience of the Pavle Beljanski Memorial Collection, where it took place. The paintings and sculptures created by 20th century Serbian artists provided an inspiring backdrop and stimulated this opportunity to share experience and ideas and find the best solutions for the region.

The meeting was attended by Thorsten Ludwig (Managing Director), Helena Vičič (Management Assistant), Valya Stergioti (Training Coordinator), and IE country coordinators from the Western Balkans: Dragana Lucija Ratković Aydemir (Croatia), Janja Sivec (Slovenia), Gordana Milanović (Serbia), Nada Andonovska (Macedonia), Dorina Xherai-Subashi (Albania) and Bojana Sekulić (Montenegro).

Through a SWOT analysis, we explored the big picture of the situation in the Interpret Europe Western Balkans (IE WB) coordinator network and used the technique to recognise ways of reinforcing it. We identified the major strength of the Western Balkans as its authenticity that is appreciated by its visitors, but could this overcome the most significant weakness that the locals are not involved in heritage interpretation as they should be?

Furthermore, using opportunities such as heritage interpretation's power to adapt to the growing tourism market niches, the EU priorities and potential funds for the WB, locals will benefit from an intense cross-border experience exchange and high-quality job opportunities especially in sustainable tourism. Using the Western Balkan's authenticity and diversity as a base and by involving citizens in heritage interpretation in an engaged and inclusive way, while creating synergies with all stakeholders, we will achieve the goal – to strengthen the IE network.

Bearing in mind the IE vision, at this innovative meeting we outlined an action plan for the coordinators in the WB region. Its primary goal is the growth of the IE network using the WB's strengths - examples of good practice that we should pursue in our IE initiatives. The key part of the plan's first phase is the preparation of a WB case studies catalogue. This collection can be presented at an EU level and more locally to companies with corporate social responsibility policies. Country coordinators will develop this catalogue by collecting good examples of initiatives that meet pre-defined quality criteria for both heritage interpretation projects and Europe's shared values.

This presentation will be a great chance to show that, even within the delicate historical circumstances of the WB, there is a compelling case for strengthening the IE network. The IE Conference 2019 in Sarajevo will be one more confirmation of that. The presence of this EU level work will make the last phase of the plan easier. This final phase will see country coordinators acting locally and strengthening the IE network through finding organised partners for the IE courses, running those courses based upon the input of experts from all over Europe and gaining new members.

This multidimensional approach makes the IE action plan a useful tool that contributes to the achievement of the IE goals in the WB making this small area an example of best practice.

Bojana Sekulić is the IE Country Coordinator Montenegro. As a heritage lover, she works as a hiking guide helping visitors get closer to heritage and motivating locals to use it sustainably. She can be contacted at bojana.sekulic@interpret-europe.net.



Western Balkans IE coordinators make a plan
(Photo: Sekulić)

Heritage Lab in Kosovo: Letnica – an unwritten history

A workshop discovering a living legend of a civilization that outlives time through heritage.

Thus begins the story: “Once upon a time, the mountain near the existing church of Letnica burned down, but the sacred Lady of Letnica managed to protect herself.” This made people believe in miracles again. It is of no wonder that this church was the place where Mother Teresa got her call to sanctity and became inspired to unite the world around shared humanist values. The church of the Blessed Lady is today a home to everyone and reflects the harmony between different nations and religions coexisting in the village.

Three meridians east from London, on the same parallel with Vienna, bordered with mountain formations and stretched on a hill, the economic-craft centre of Kosovo grew in the 19th century. Just the same as the other two cities’ roles for the economies of their countries in the time of industrial revolution, with an impact on the overall economy of the region; a similar movement with smaller proportions was taking place in the central part of Kosovo. This economic movement had an extended impact across the Balkan Peninsula. Behind it all were the traders of Croatian nationality keeping this economic branch alive.

Regardless of demographic, social and political changes, a deep connection to their roots and nationalist bigotry affected the survival of these settlements. Letnica is the best example of how a place survives against modern ‘threats’ such as technology and cruel human hand. It is an example of the preservation of purity. When inside Letnica’s territory, we can feel a connection to inside the basic nature of being human. Letnica connects you with your natural instincts springing from land and nature, it reminds you that simplicity is the highest virtue and shows you that what makes you unforgettable is the unifying image of human and inhuman qualities.

“Only a few people know me, but those that do, can never forget me” is what the small village of Letnica conveys to us.

I’m sure none of the 30 participants of the Heritage Lab workshop, organised by CHwB Kosovo, will ever forget Letnica. It was our shelter for 12 days of the workshop, from 10-22 October, giving us an amazing experience in three important fields of built and cultural heritage, with a special focus on the built heritage. These three fields were: conservation; adaptive reuse; and interpretation of cultural heritage.



Heritage Lab participants
(Photo: Idrizi)

In the conservation group, students of architecture, together with their Master supervisors, Besfort Axhanela and Fadil Krasniqi, partook in the remediation of the façade and roof damage of the only mill of Letnica, Frok Dokiči's Mill.

The adaptive reuse group consisted mainly of architecture students, enthusiasts in redesigning existing spaces for further use. They, together with the workshop coordinator, Faton Hasani, designed furniture that adapted to a building's new functions.

The ladies of the interpretation group, where I participated, collected oral histories and stories from the locals, so this distant, but oh-so-idyllic village could persist in maintaining its identity. We had to find the best way to present the result of the workshop, Letnica's story and the key (touristic) points of the village. While in Kosovo there is still no official tourist map, the touristic line inside the Republic's territory is yet not defined. Our extraordinary tutor, Janja Sivec, and amazing workshop coordinator, Erëmirë Krasniqi, paced our way into the best and most efficient storytelling and signage that gets applied in cases like ours. As a product of our workshop, the main roads of Letnica are left with indicating posters with basic information about the village's landmarks. And also, since the mill was transformed into a living museum, we produced a booklet for visitors with the tools found in the mill. It must be mentioned that all these tools have a proper exhibition place thanks to the work of the conservation and adaptive reuse groups.

Experiences like these are one in a lifetime, and we will apply the lessons learned here in all the other times of our life.

Melisa Syla is a young architect, graduated in MA. Studies of Technical Sciences of Architecture from the University of Prishtina. She works in an architectural firm in Prishtina, completing the technical documentation of the current state of existing buildings. Since she comes from a young country with a huge cultural background, she's interested to be the 'voice' of those structures that tell us a lot of history but are rarely heard. You can get in touch with her at: sylamelisa@gmail.com.



Frok Dokiči's mill
(Photo: Idrizi)

Done with mirrors – accessing built heritage in France from a new perspective

IE's CIG training has inspired French participants to create a new guided visit with a difference at the Abbaye aux Dames, in Saintes.

Once a medieval monastic order for women, the Benedictine Abbaye aux Dames still dominates the French Atlantic coast town of Saintes, with its elaborate carved facades and an impressive bell tower topped with an ornate pine cone. Now re-baptised as the 'Cité Musicale', a highly novel and modern approach to classical music and creative performance immerses visitors into the site, its history and religious architecture.

Keen to explore new ways of engaging visitors, staff from the Abbey and local partners, including the Belle Rive community centre, contacted IE back in 2016 and took part in a Certified Interpretive Guide (CIG) course in Athens, funded by the European Erasmus+ programme.

Taking the inspiration back with them to France, they have since developed an unusual sensory guided walk using hand-held mirrors allowing visitors to make their own personal connection by channelling their gaze to subtle features above their heads. It's similar to using an empty picture frame to focus your attention on a specific point. Pens and paper also enable participants to draw what inspires them and say why to their fellow visitors. No need to be an accomplished artist here, just the chance to show your emotions on paper!

The Abbaye's aim was to break with the classic scenario of the guide dispensing their knowledge to a passive audience that receives it. As a result, the walk is thoroughly interactive and positively encourages intra-group dynamics between participants, young and old.

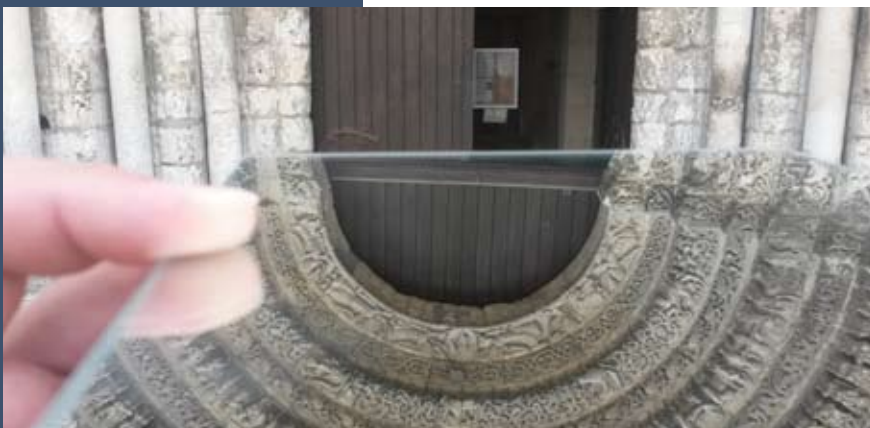
As the Abbey's European Projects Officer, Vincent Soccodato, says, "You don't have to have a PhD to talk about heritage; emotion, interaction and shared interpretation are quite enough!"

The word has clearly spread as plans are in place for IE to train a second team of heritage staff from the area in spring 2019. Decidedly, interpretation helps see heritage from a different angle, so let's hope that local efforts in Charente-Maritime, aided by Interpret Europe, go from strength to strength.

A full article in French by Eugénie Baccot is available at:
<https://ec.europa.eu/epale/fr/node/87046>

Sandy Colvine is Interpret Europe's Outreach Coordinator and a member of IE's Training Team. He lives near Avignon in France and can be contacted at: alexander.colvine@interpret-europe.net.

Mirror interpretation
(Photo: Soccodato)



What's going on elsewhere

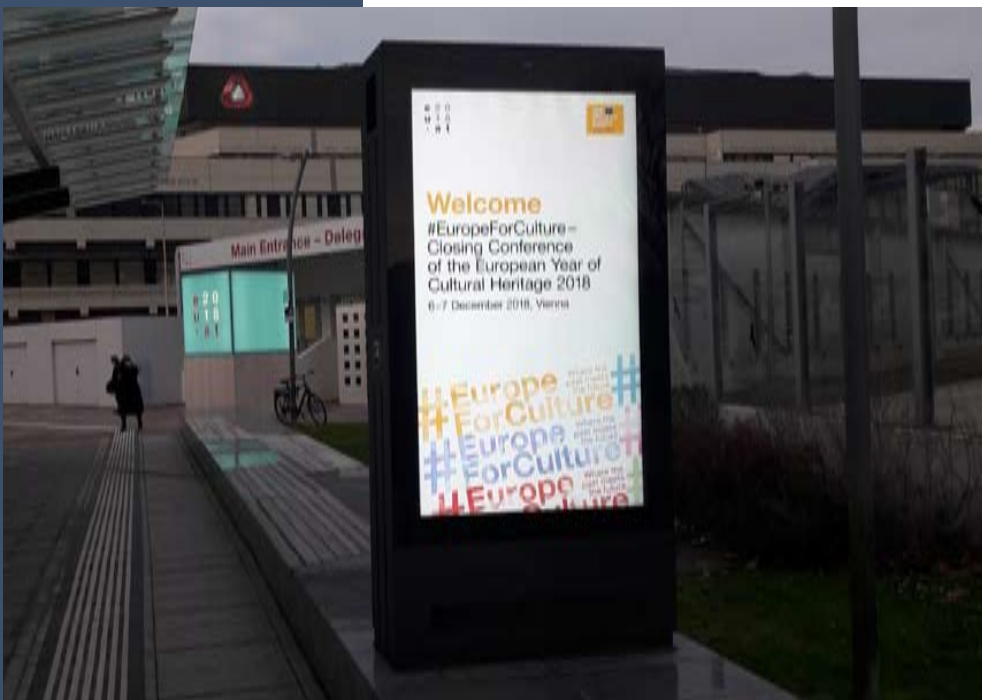
Claudiu Silvestru
(Austria)

#EuropeForCulture

The closing event of the European Year of Cultural Heritage took place in Vienna on 6 and 7 December.

Under the motto 'Discover your cultural heritage!' the first day invited participants to explore material and immaterial cultural heritage. The five different routes linked three thematic exhibitions each within the Viennese inner city.

The conference on the second day was focused, on the one hand, on presenting the variety of activities carried out during the EYCH and, on the other hand, on the question, What remains of the European Year of Cultural Heritage and how can ideas be further developed and integrated into cultural policies?



Europe for culture
(Photo: Silvestru)

The event was opened by high-profile officials from Austria and the EU, among them Tibor Navracsics - European Commissioner for Education, Culture, Youth and Sport. Peter Frankopan gave a keynote on Europe's Cultural Heritage - Past, Present and Future, introducing a panel discussion on the role of culture in society as seen from various perspectives and on possible cultural policy interventions to promote democratic participation in cultural heritage.

The afternoon parallel sessions and meet-ups highlighted the burning issues of cultural heritage from different perspectives:

- Responsibility for cultural heritage: the youth's role
- Cultural heritage and sustainable development
- Facing the challenges of cultural heritage
- Skills, training and knowledge transfer: traditional and emerging heritage professions
- Sustainable cultural tourism
- The impact of cultural heritage: a case study

Heritage interpretation popped up throughout the programme especially through the importance of education as well as storytelling and local communities. Mara Balestrini gave an inspiring talk on the relevance of mobile hardware, social media and the digital dynamics on the crowd-driven creation of storytelling. The discussion rounds also had the theme of the process of 'Disneyfication' and its correlation with cultural tourism.

Summing it up, the event looked back on the European Year of Cultural Heritage 2018 and raised more questions than answers. The year provided a stage for several initiatives and projects which will have to continue during the next years and upon which new programmes can be built – in this sense the EYCH2018 was a kick-off for a continuous and more engaged approach to cultural heritage and paved the way for the recognition of heritage interpretation to bring together different fields and the general public alike.

Adaptive re-use and transition of built heritage

A declaration on preserving and enhancing the values of our built heritage for future generations.

On 23 November, the Architects' Council of Europe (ACE) organised in Leeuwarden a conference on the Adaptive Re-Use and Transition of the Built Heritage. This event took place in the framework of the EYCH and related in particular to Initiative 4 on 'Heritage in Transition'.

ACE organised a panel discussion in order to take stock of the lessons learned over the EYCH on the 'adaptive re-use' theme. On this occasion, a declaration entitled Preserving and Enhancing the Values of our Built Heritage for Future Generations was presented. It recalls the multiple benefits of re-using the built heritage and highlights some good practices in terms of processes and design approach.

The showcased re-use projects went from singular buildings (e.g. churches) and small-scale compounds (e.g. farmsteads) to large-scale office buildings and entire housing quarters. The necessity of re-use and the types of presented projects revealed that both professional organisations and the architecture curricula have to deal with and improve the image of the 'architecture of the ordinary'.

The presentations also addressed theoretical concepts and specific issues which define the frame of the paradigm shift in values and policies towards the adaptive re-use. Although the concept of conservation and adaptation of existing structures is as old as building in less perishable materials, the Zeitgeist of modernism lead to the vision of the city of the future as an opposite urban landscape to historical urban areas. Among others, due to social and economic reasons, the results of such concepts turn up to be unsustainable while reality doesn't live up to the visions. In this context the presentations made clear that adaptive re-use has to be taken into consideration on an urban level in order to achieve social and economic viability. The involvement of the local community, e.g. through participatory design, is of imperative importance in order to find a suitable and accepted use for existing structures.

Conservation is commonly acknowledged as a task that can be addressed only by involving different disciplines. Adaptive re-use goes beneath conservation and links historical buildings to the needs of contemporary users. Since adaptive re-use can and should lead to social cohesion and engagement of the local community with their built heritage, it is worth further discussion how heritage interpretation can become part of the process.

The videos of the presentations are available on the conference website:
<https://www.ace-cae.eu/activities/events/2018/built-heritage-conference/>

Claudiu Silvestru is IE's Architects Coordinator. He can be contacted at: claudiu.silvestru@interpret-europe.net.



Ebbw Vale, UK
(Photo: Ludwig)

Research

The Research Team is currently undergoing a restructure with some volunteers already enlisted. If you would like to join or if you have suggestions for book reviews, please contact Helena Vičič at: helena.vicic@interpret-europe.net.



Funding

Would you like to launch international projects? Take note of the upcoming deadlines for the Interreg MED, Horizon 2020 and Erasmus+ programmes.



Interreg Med 2014-2020

The third call for modular projects will be closed on the 31 January 2019. The allocation for this call is €22,000,000 within priority axis 3: Protecting and promoting Mediterranean natural and cultural resources. Objective 3.1 is: To enhance the development of a sustainable and responsible coastal and maritime tourism in the MED area and specifically to enhance the development of policies and increase the coordination of strategies between territories at interregional and transnational level regarding the development of a sustainable and responsible coastal and maritime tourism, in line with the integrated coastal zone management and maritime spatial planning principles, through cooperation and joint planning. The result indicator aims at measuring the level of sustainability of tourism in MED coastal regions.

The concept of modular projects refers to all thematic module-based projects from the Axes 1, 2 and 3. A project can be composed by one or several modules depending on its strategy and main objectives, expected results, competences and experience of the partnership. Each one of the possible configurations (single-module or multi-module) is called a type of project.

A module is a complete cycle of a project, with a partnership, a budget, specific objectives, outputs and expected results to be implemented in a given period. There are three types of module, M1: Studying, M2: Testing, and M3: Capitalising. Multi-module types of projects are justified by a medium-term vision, with a project proposal combining different objectives and results and the need for a multiple skills partnership.

The terms of reference can be found at:

<https://interreg-med.eu/fund-my-project/calls/third-call-for-modular-projects/>

Horizon 2020

€3,000,000 are allocated within Transformations-04-2019-2020: Innovative approaches to urban and regional development through cultural tourism. The various forms of cultural tourism in Europe are seen as important drivers of growth, jobs and economic development of European regions and urban areas. They also contribute, by driving intercultural understanding and social development in Europe through discovering various types of cultural heritage, and to the understanding of other peoples' identities and values. However, although cultural tourism by its nature invites cross-border regional and local cooperation, its full innovation potential in this respect is not yet fully utilised. The level of development of cultural tourism between certain regions and sites is still unbalanced, with deprived remote, peripheral or deindustrialised areas lagging behind, whereas high demand areas are overexploited in an unsustainable manner. There is also a significant knowledge gap in terms of availability of both quantitative and qualitative data on the phenomenon of cultural heritage tourism and on understanding its contribution towards cultural Europeanisation and economic and social development in Europe.

Further information can be found at:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/transformations-04-2019-2020.html>

€3,000,000 are also allocated to Transformations-08-2019: The societal value of culture and the impact of cultural policies in Europe. Culture has been an important element of public policy for social, cultural and political cohesion and inclusion throughout European history and its potential could be significantly

enhanced. Although it is often seen today from the angle of economic value added, culture generates additional societal value in terms of well-being and by promoting identity and belonging, inclusiveness, tolerance and cohesion. Culture is also a source of creativity and innovation. The challenge is to develop new perspectives and improved methodologies for capturing the wider societal value of culture, including but also going beyond its economic impact.

Further information can be found at:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/transformations-08-2019.html>

€4,000,000 are allocated within DT-Transformations-11-2019: Collaborative approaches to cultural heritage for social cohesion. While a key mission of the cultural heritage sector is to provide inclusive access, some socio-cultural groups are still not sufficiently integrated in cultural heritage experiences. The challenge is to improve the design of cultural experiences by enhancing participatory and collaborative approaches and by fostering mutual cultural understanding and resilient strategies.

Further information can be found at:

<https://ec.europa.eu/research/participants/portal/desktop/en/opportunities/h2020/topics/dt-transformations-11-2019.html>

Erasmus+

Strategic partnerships are supported in the field of youth (deadlines: 5 February, 30 April and 1 October 2019) and education and training (deadline: 21 March 2019). Deadlines for knowledge alliances 28 February 2019 and sector skills alliances are on 28 February 2019. The deadline for applications on capacity building in the field of youth is 24 January 2019, the deadline for applications on capacity building in the field of higher education is 7 February 2019.

The Erasmus+ Programme Guide, which provides detailed information on how to apply, is available at:

http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf

Dr Dorothea Papathanasiou-Zuhrt is leading the section on cultural heritage at the Growth Transformation & Value Engineering (WAVE) Lab Business School, University of the Aegean, Greece. You can contact her at dorothea.papathanasiou@aegean.gr.



IE announcements

Bettina Lehnés
(Germany)

Engaging with diversity conference: Call for papers

Named the 'Jerusalem of Europe', the Bosnian capital of Sarajevo is probably the most suitable place to discuss the theme 'Engaging with diversity'.

Where east meets west, where Orthodox and Roman-Catholic churches, as well as mosques and synagogues, were built within a few hundred square metres, diversity has been an asset. But it has also been a challenge for many centuries. Because of this, Sarajevo and the rest of Bosnia and Herzegovina have a particularly rich and diverse heritage which reflects many cultural influences. In hosting the Olympic games in 1984, Sarajevo brought the peoples of the world together.

However, diversity has shown itself to produce testing times: It was in Sarajevo, in 1914, that Franz Ferdinand, the heir to the multi-cultural Austro-Hungarian empire, was assassinated. This triggered the First World War. Years later, the capital city suffered from the longest siege of the 20th century during the Yugoslav Wars. Diversity had often been instrumental in unleashing divisiveness.

While Bosnia and Herzegovina are very rich in culture, the region also touches three distinct geological and climatic regions. It has, therefore, a particularly rich biodiversity too. Cultural landscapes shaped by human influence have added to this diversity. Some of it is threatened as farming intensifies in some parts while other, more remote, areas are abandoned. Not all natural heritage sites are easy to access. This, of course, is to the benefit of the wild animals in the large forests, home to 2,800 bears.



Mosque fountain &
Pigeon Square, Sarajevo
(Photos: Lehnés)



Interpret Europe conferences...

... regularly attract 150-200 attendees from up to 40 countries, all of whom share a dedication to support local people and visitors 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 their attendees.

At the IE conference, 'Engaging with diversity', we will explore the significance of EU's ambitious motto 'United in diversity' in all its diverse meanings and implications. Cultural diversity can be a great asset that broadens horizons, facilitates creativity and thinking outside the box. But history is full of examples of diversity being framed in ways that reinforced stereotypes and fuelled hate. Almost everywhere, a particular building or a species of animal can invoke very different feelings in different people because they may associate different meanings with them. This poses challenges to heritage interpreters and puts a high responsibility on their shoulders.

Several aspects matter to heritage interpretation when contemplating 'diversity':

- the diversity of the heritage phenomena, tangible or intangible, such as artefacts in a collection, traditions around a site or biodiversity of a protected area;
- the diverse perspectives of historic stakeholders to whom heritage features are meaningful for different reasons;
- the diversity of subject areas such as social history, history of arts or of technology, or the biology of species, ecosystems approach or evolutionary perspectives;
- the diversity of contemporary stakeholders involved in heritage communities affected by heritage management and interpretation;
- the diversity of people visiting heritage sites with different knowledge, experiences, beliefs, values systems, world views and identities;
- and, last but not least, the diversity of interpretations by professional interpreters.

We also accept the submission of paper abstracts dealing with new developments in heritage interpretation theory and practice even if they are not directly related to the conference theme of 'Engaging with diversity'.

Presentations can be 25 or 55 minutes long, including ten minutes for exchanges of views. We generally recommend keeping presentations as short and inspiring as possible. Workshops can be 55 or 85 minutes long and will always be characterised by the active involvement of all participants.

Conference proceedings will be published online on the day that the conference begins. They will include all full papers received by 1 May 2019. Delivering a full paper is not mandatory.

On our conference website (www.interpreteuropeconference.net) you can find the submission form and abstract requirements for your proposal. Paper abstracts will be assessed by an independent review team.

We need to receive your abstract by 1 March 2019.

Study visits...

... are an essential part of all Interpret Europe conferences. They offer a balance with indoor activities and allow for exchanges about interpretive practice. During the conference, we will visit the Bijambare caves, the stunning waterfall of Skakavac and the inspiring museums and galleries of Sarajevo. We will also visit churches, mosques and synagogues, remains of the Olympic games on Mount Trebevic and places where traditional crafts meet modern life. We will have the chance to walk on historical paths where history was made.

Bettina Lehnies is IE's Conference Coordinator. She can be contacted at: bettina.lehnies@interpret-europe.net.



Welcome to our new coordinators

Live Interpretation Coordinator – Éva Birkás

I am a museum educator. After I finished my master's studies at the University of Pécs, in the Department of Classical Philology and the Department of Literature and Linguistics, I began working at the Department of Classical Antiquities in the Museum of Fine Arts Budapest. Later I did a course in drama in education and became a drama teacher. I came into contact with live interpretation in 2005 when I had the chance to go on a study tour of the UK. Soon after that, Past Pleasures (UK) delivered a course in live interpretation in Budapest which I took part in. Then, in 2008, I introduced live interpretation programmes to the Museum of Fine Arts. Given my training, I first developed Ancient Greek and Roman characters, but since then I have expanded these programmes to include other periods and collections of the museum.

Since 2015, I have been a student in the Doctoral School of Education at Eötvös Loránd University, Budapest. I plan to write my dissertation on how live interpretation sessions can change children's attitudes to past people's lives and ideas. In 2018, I completed Interpret Europe's Certified Live Interpreter Course.

I can be contacted at: eva.birkas@interpret-europe.net.



Research Coordinator – Carmen Granito

If stones could talk, they would tell amazing stories. As a journalist covering Southern Italian heritage, I always used storytelling to raise awareness around neglected ancient sites. But it was only during my MA (Heritage Management, University of Kent in Athens) that I fully realised that stories are the pivots around which heritage management revolves, from conservation to promotion. Since then, I've worked in heritage branding with a London consultancy, focussing on narratives as the foundations of brand strategies and cultural retail for heritage organisations.

In my parallel life, I'm a researcher. Drawing on the fields of Philosophy, Semiotics and Cognitive Science, I have examined visual communication and language. I'm currently completing my Economic and Social Research Council (ESRC)-funded PhD in Anthropology of Art (Durham University, UK), studying how different cultures use different visual conventions to tell their stories through pictures.

Heritage interpretation unites these two paths: using effective verbal and visual communication techniques to give voice to the stories of heritage and engage the widest possible audience. I am an IE Certified Interpretive Guide and Writer, and as the Research Coordinator, my goal is to help strengthen the heritage interpretation approach by backing it up with research findings and fostering research on its benefits.

As a hobby, I post on my blog Heritales (www.heritales.it), where I combine photos and short creative texts on cultural heritage, tangible and intangible, famous or off the beaten tracks. I'm a bread-lover, detective story addict and Pink Floyd believer.

I can be contacted at: carmen.granito@interpret-europe.net.



Country Coordinator Romania – Eliza Marin

I was born in 1991 and studied at the University of Bucharest, receiving a degree, in 2009, in European Studies. I concluded my academic development with a master's degree in World Heritage Studies. Because of my new study programme, I emigrated first to Germany, in 2013, where I trained and researched for a short period before spending longer in Turkey, Albania, and Finland before I settled back home.

Through my training, I have had first-hand experience in researching the identification, assessment and management of diverse heritage sites in Europe. For example, I drafted a financial plan for Suomenlinna World Heritage Site, researched the nomination of Rosia Montana on the UNESCO InDanger list as a cultural landscape and examined the expansion of the ancient and primeval beech forests of the Carpathians and other regions of Europe.

As an emerging world heritage professional, I have had the chance to collaborate with institutions that deal with both legislation and research of heritage. The resulting understanding has steered my decision to dedicate the final stage of my second academic degree to studying biodiversity protection through ecotourism and agroforestry in a protected area for my master's thesis.

Considerable exposure to rural agricultural practices in Romania has given me a valuable insight into assessing the genotypes of crops and animals and ecological conditions, and understanding the local management of ecosystems. This was informed by values-based and people-centred approaches which I consider extremely relevant and applicable to the sustainability debate.

My latest activities as a speaker are delivering workshops on heritage activism within Balkan organisations and facilitating conferences on heritage at the European Council. Today, I offer independent consultancy and research in the field of heritage management.

Why interpretation, you might ask? I had my first encounter with interpretation during my training with Cultural Heritage without Borders. During my thesis, I studied one of the most diverse biodiversity locations in Europe, but I ended up having trouble finding a field that would aid me in valorizing the site in a non-imposing way and informing the managers of practices that were achievable. At the time I didn't know it was called interpretation but, with little research, I found something that seemed promising.

Since I have come in contact with heritage interpretation, it seems as though I have learned another language: an idiom of kindness and simplicity, of listening and communicating more effectively. I do not any way want to imply that interpretation will solve all conservational problems or other self-fabricating issues that our generation faces. What I do believe is in interpretation's potential to relate to and include people in experiencing heritage in a more meaningful manner. At the same time, working together in a European context could facilitate a more realistic and measurable way to manage the challenges of safeguarding nature and culture.

I can be contacted at: eliza.marin@interpret-europe.net.



Country Coordinator Montenegro – Bojana Sekulić

I graduated from the Faculty of Economics in Podgorica in 1998 and after my studies I did various office jobs. However, the value of tourism that I discovered during my two-year experience in one tourist agency inspired my efforts to continue my tourism story.

From 2011 to 2016, I was engaged as a project coordinator on numerous projects in the tourism industry. The results of these successfully-accomplished, cross-border projects are regional thematic trails and new tourism products such as the Via Dinarica, Shkoder / Skadar Lake Ethno-gastronomic Route and Honey Routes through Durmitor and Herzegovina. These activities were funded by the European Union within the IPA CBC Programmes.

Then, as a tourism development expert, I was engaged by several NGOs, local and national authorities, to develop the feasibility studies and strategies of some national and cross-border destinations – the Cijevna River (2014), Šasko Lake (2015) and the regional initiative Tur.Grate2 (2014). In addition, I was a member of the expert team engaged in the action to develop the projects of setting up thematic trails in national parks in Montenegro (2015).

I am now working as a hiking guide licensed by the Montenegrin Mountaineering Association. Through creating and leading hiking tours, I present my country – its nature, people, their lifestyle, gastronomy, products, history, culture and tradition. At the same time, I support local people to earn from tourism as well as from agriculture, and make sure that tourists from all over the world have a great experience. In that way I contribute to the sustainability of the projects I was engaged in.

My enthusiasm to develop an integrated approach to heritage is the main reason for my interest in the initiatives that diversify and promote tourism products of Montenegro as well as improving regional cooperation. Having this in mind, I believe the Interpret Europe network is a force for good in giving a new dimension to the understanding of natural and cultural heritage and contributing to sustainable development.

I can be contacted at: bojana.sekulic@interpret-europe.net.

Find more about all of our coordinators and management team at:

<http://www.interpret-europe.net/feet/home/interpret-europe/our-structure/executive-management/>

Welcome to our new members

Corporate members

2MB s.p., Bosnia and Herzegovina
Muses Ltd, Croatia

Organisation members

Croatian Agency for Environment and Nature
Cultural Heritage without Borders Kosovo
Krka National Park, Croatia
Kuratorium Pfahlbauten, Austria
Red Tree Heritage Institute, Slovenia
Trøndelag County Authority, Section for Cultural Heritage, Norway

Professional members

Ben Abedi, Australia	Sandra Grgas, Croatia
Themistoklis Adamopoulos, Greece	Anja Hoffmann, Germany
Karmen Bezbradica, Croatia	Igor Ianachi, Croatia
Tina Biluš, Croatia	Biljana Janev Hutinec, Croatia
Árpád Bőczén, Hungary	Jasmina Jovev, Croatia
Alessia De Santis, Italy	Zvonimira Krvavica, Croatia
Mia Dekovic, Croatia	Eva Kuminková, Czech Republic
Vasilka Dimitrovska, Macedonia	Doris Kunkera, Croatia
Adisa Dino Šuta, Bosnia and Herzegovina	Lucija Matacin, Croatia
Andreas Dujmović, Croatia	Tamara Mataija, Croatia
Nikol Dujmović, Croatia	Drazena Perkovic, Croatia
Karolina Elve, Lithuania	Zlatka Rodin, Croatia
Oksana Fedorovych, Ukraine	Bojana Sekulić, Montenegro
Anita Garma, Croatia	Michal Skalka, Czech Republic
Meri Glumac, Croatia	Vinka Skorić, Croatia
Renée Göthberg, Sweden	Enes Toska, Kosovo
Malin Granlund Feldt, Sweden	Sabrina Willekens, UK
	Samia Zitouni, Croatia

Individual members

Violeta Aliaj, Albania	Jana Fedurcová, Slovakia
Aida Mia Alic, Bosnia and Herzegovina	Katarzyna Fidler, Poland
Ari Anttila, Norway	Dubravko Fijacko, Croatia
Joica Bajc Pivec, Slovenia	Kathi Folz, Germany
Beata Bańka, Poland	Katarzyna Fajak, Poland
Nikolina Baškarad, Croatia	Daniela Gamper, UK
Klementina Batina, Croatia	Nicholas Georgiadis, Greece
Anyla Berisha, Kosovo	Elżbieta Gizicka, Poland
Olga Betańska, Poland	Karla Glavovic, Croatia
Anna Białomyzy, Poland	Siniša Golub, Croatia
Marzenna Bielonko, Poland	Beata Grabowska, Poland
Maja Bilušić, Croatia	Evangelos Hlantzios, Greece
Evelin Bizjak, Slovenia	Grażyna Holly, Poland
Małgorzata Bręczewska, Poland	Blažena Hušková, Czech Republic
Bogdan Browarski, Poland	Anna Jaworek, Poland
Klara Bukovac, Croatia	Beata Jurałowicz, Poland
Bożena Bulat, Croatia	Jacek Juskowiak, Poland
Iva Caleta Plesa, Croatia	Tadeusz Kandefer, Poland
Ivanka Coga, Croatia	Ivana Karanikic, Croatia
Gabriel Czechowski, Poland	Arlind Kasa, Albania
Katarina Česnik, Slovenia	Marin Kirinčić, Croatia
Bojana Čibej, Slovenia	Vedran Knežević, Croatia
Barbara Ćwikowska, Poland	Pellervo Kokkonen, Finland
Cezary Ćwikowski, Poland	Tomasz Kołodziejczak, Poland
Lucyna Drożdziel, Poland	Lenka Koprivova, Czech Republic

Individual members (cont.)

Sylvia Korbut, Poland	Ivana Rojko, Croatia
Dominika Koritnik Trepel, Slovenia	Adam Rusek, Poland
Maša Kotur Abinun, Croatia	Anna Satkiewicz, Poland
Paulina Kozłowska, Poland	Hanna Schmidt, Poland
Marta Kroczeek, Poland	Barbara Schmitt, Germany
Michaela Kubíková, Slovakia	Łukasz Sędlak, Poland
Mateja Kuka, Croatia	Alina Sidor, Poland
Ivana Kulas, Croatia	Leszek Skrętkowicz, Poland
Artur Łajewski, Poland	Nikolina Slipčević, Croatia
Edvin Lamce, Albania	Iwona Sochacka, Poland
Madison Leeson, Greece	Filip Sońta, Poland
Suzanna Levey, USA	Kristina Stakor, Croatia
Brunilda Liçaj, Albania	Mariola Stefanik, Poland
Anna Lindyberg, Poland	Lenka Stermecki, Slovenia
Beata Lis, Poland	Ewa Strauchmann, Poland
Anika Makovac, Croatia	Inesa Sulaj, Albania
Paweł Marczakowski, Poland	Frida Sulen, Norway
Eliza Marin, Romania	Melisa Sylja, Croatia
Ingela Mästerbo, Norway	Beata Szary, Poland
Marcin Matysek, Poland	Anna Szulta, Poland
Tomasz Mazur, Poland	Michał Szwieik, Poland
Georgios Melissourgios, Greece	Eva Šabec, Slovenia
Ines Merkl, Croatia	Luka Šparl, Slovenia
Mihaela Mesarić, Croatia	Marek Świć, Poland
Jelena Mičić, Croatia	Mirela Tase, Albania
Elizabeta Milanović Glavica, Croatia	Ingjerd Tjelle, Norway
Jasmina Moič, Slovenia	Marek Tokarzewski, Poland
Alban Morina, Kosovo	Tamara Tomac, Croatia
Mariusz Morkowski, Poland	Marjeta Trkman Kravar, Croatia
Majlinda Muka, Albania	Grażyna Trybała, Poland
Anna Myka-Raduj, Poland	Aleksandra Trytek, Poland
Aikaterini Mytilinaïou, Greece	Sonja Tudor, Croatia
Ana Ninić, Croatia	Charalampos Tzortzopoulos, Greece
Mateja Nose Marolt, Slovenia	Roberta Ugrin, Croatia
Urszula Olchawa, Poland	Željka Valenčić, Croatia
Monika Olszewska, Poland	Andrej Verlič, Slovenia
Joanna Osińska, Poland	Urša Vilhar, Slovenia
Sendy Osmicevic, Croatia	Boria Vitas, Croatia
Kristina Panđa, Croatia	Saša Vochl, Slovenia
Elżbieta Perkowska, Poland	Elona Voci, Albania
Josipa Petrina, Croatia	Susanne Vorndran, Germany
Małgorzata Pichura, Poland	Elżbieta Waliszewska-Lorent, Poland
Roza Podrug, Croatia	Kamila Wiewiórska, Poland
Katarina Polajnar Horvat, Slovenia	Manjola Xhaferri, Albania
Nejc Praznik, Slovenia	Xhemal Xherri, Albania
Ippolytos Prekas, Greece	Rigas Zafeiriou, Greece
Jiannis Protopsaltis, Greece	Tomasz Zająć, Poland
Szymon Rak, Poland	Magdalena Zawadzka, Poland
Karolina Rebernik, Slovenia	Dorota Zborowska, Poland
Eva Renz, Germany	Jakub Zgółka, Poland
Ivana Rogić, Croatia	

We currently have no members from the following countries: Cyprus, Iceland, Luxembourg and Moldova.

Do you have any personal contacts in these countries who would benefit from being a part of IE? If so, introduce them!

Come and feel the heartbeat of IE

IE is growing day by day – and so are its activities. Our back office team is where all the strings are pulled together. Want to be part of it?

Meanwhile, we have developed more than 30 teams. However, we need to strengthen the hub where all of this comes together. For that reason, we are looking for members who are too busy to take the more demanding role of a coordinator but would be happy to volunteer to take on clearly-defined tasks within our back office team. We have two positions on offer:

Design manager

Do you possess design skills and experience of working with design programmes? As our design manager, you will:

- create flyers and leaflets about three times per year
- update our business cards or similar products when needed
- place orders for products and services such as promotional material
- work on IE's corporate design and derive templates from it
- edit pictures in Photoshop or other programmes.

You should possess at least basic design skills and have appropriate software on your computer, preferably Adobe Creative Suite (at least Photoshop, InDesign, Illustrator).

The estimated workload 15 hours per month.

IT manager

Have you IT knowledge and skills, and do you like to explain these things to others?

Our IT manager will:

- manage our domains, our cloud system and the accounts for the IE email addresses
- support users in setting up their email accounts and cloud access
- support users with problems with their email accounts and the cloud
- support the website manager and the webinar manager on IT-related issues

The estimated workload is eight hours per month.

Become part of our team in order to experience our community of dedicated members and to feel how IE gets better and stronger through you, day by day. I'm looking forward very much to talking with you. The start date for both positions will be determined by individual mutual agreements.

If you can imagine supporting us in IE's back office or need more information, please contact me.

Helena Vičič is Interpret Europe's Management Assistant. She can be contacted at: helena.vicic@interpret-europe.net.

Further announcements

News Team

Upcoming events in Europe

20-23/03/2019

Institute of Tourism Studies 6th International Research Forum for Guided Tours

Malta

<https://its.edu.mt/component/content/article/2-uncategorised/390-6th-international-research-forum-for-guided-tours.html>

04-06/04/2019

Connected Audience Conference

Berlin (Germany)

<https://www.ne-mo.org/news/article/nemo/call-for-papers-for-the-connected-audience-conference.html>

17-18/05/2019

Conference on Cities and Change: Three Decades of Post-Socialist Transition

Darmstadt (Germany)

<https://www.facebook.com/events/172052796989330/>

31/05-03/06/2019

IE Conference Engaging with Diversity

Sarajevo (Bosnia and Herzegovina)

<http://interpreteuropeconference.net/>

24-27/09/2019

Europarc Conference Nature on Your Mind - Understanding Our Values

Jelgava (Latvia)

<https://www.europarc.org/>

07-10/11/2019

NEMO's 27th Annual Conference

Tartu (Estonia)

<https://www.ne-mo.org/our-actions/nemo-events.html>

And finally...

News Team

Thank you for your contributions.

Warm greetings for a successful new year from your IE News Team:

Marie Banks (UK) – News Coordinator

Anna Carlemalm (Sweden), Iva Klarić Vujović (Croatia), Elena Kragulj (Spain), Abby McSherry (Ireland), Verena Perko (Slovenia), 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. Please follow the [guidelines for newsletter authors](#).

If you would like to contribute an idea for a book review for future issues, please send it to: helena.vicic@interpret-europe.net.

Deadline for all contributions: **Thursday 28 February 2019.**

Are you following us on social media? Please also engage with us on Facebook and LinkedIn.



<https://www.facebook.com/interpreteurope/>



<https://www.linkedin.com/company/1227939/>

As a member you can also join our closed Facebook group for more regular, informal interpretation chat.

The articles, news items and event announcements reflect the views and opinions of the individual authors and do not necessarily represent those of Interpret Europe or other organisations.

All photos are under CC0 license or credited to the authors unless specified.



interpret europe

European Association for
Heritage Interpretation

Interpret Europe
European Association for Heritage Interpretation
Am Rasen 23
D-37214 Witzenhausen

+49 (0)5542 505873
mail@interpret-europe.net
www.interpret-europe.net

**Serving all who use first-hand experiences
to give natural and cultural heritage a deeper meaning**