



interpret europe

European Association for  
Heritage Interpretation

# Newsletter – Summer 2019



*“We can learn so much from the history  
of European consciousness”* Taja Vovk van Gaal

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## IE Management

Dear members,

It feels special to learn about the past where things actually happened. We felt the impacts of 20th century history at previous IE conferences at Flanders Fields and where the Iron Curtain was first lifted. However, our recent conference in Sarajevo topped this personal experience when our own members guided us around places where they and their families suffered war. Of course, time was too short to digest all we heard and to find answers to all questions referring to diversity, but we are extremely thankful to 2MB who organised an event that really triggered some deep thinking.

Whilst you may be reading the conference proceedings [[www.interpret-europe.net/material](http://www.interpret-europe.net/material)] or watching the speeches on our new Youtube channel [<https://www.youtube.com/channel/UCDbwylo-tJugfsKXIEI21fQ>], we are already preparing for our next conference. For the first time, this will lead us into the Baltic region where we will discuss how to strengthen natural and cultural heritage communities. The conference will be organised by SALM, the Foundation of Haapsalu and Läänemaa Museums, and it will take place from 8-11 May 2020 in Haapsalu, Estonia. You can find out more later in this newsletter. Please let us know if you have any ideas for the preparation of our call for papers, or if you have partners in that region, who should be involved.

Summer has now reached even the northern outposts of Europe, and we celebrated by happily welcoming our 1000th member! We know, it is just a number – but it feels like a cheerful nudge for the second half of the year. IE is still young, and there is a lot to do to sustain our endeavours for playing a positive role within the colourful mosaic of heritage organisations in Europe. But having members from 56 countries, we are on a good path to becoming that strong and beneficial international network we were always longing for.

Enjoy the summer, wherever you roam!

Thorsten Ludwig and Markus Blank  
Managing Directors

Nicole Deufel  
(Germany)

## **‘Deep Democracy’ as agonistic interpretive practice?**

**A method of facilitation that could be aligned to our profession. I felt it was worth investigating.**

Two of my colleagues have recently returned from the last of the training weeks that are part of The Promised Land project [<http://thepromisedlandeu.blogspot.com/>] on inclusion of refugees and migrants through cultural practice. One of them reported on a method of facilitation that was used throughout the week, which she called ‘Deep Democracy’. She described it as a powerful tool to bring awareness to the project group and increase their sense of unity. I was intrigued.

A brief search on the internet brought me to this definition by the Deep Democracy Institute [<https://www.deepdemocracyinstitute.org/>]: “Deep Democracy is the experience of a process of flow in which all actors on the stage are needed to create the play that is being watched.”

I belong to the school of thought that understands heritage as fluid and in a constant process of change negotiated between different actors and environmental and contextual factors. You may see, then, why this definition of Deep Democracy immediately struck a chord with me.

The Institute’s website continues to explain that, “Deep Democracy [fosters] a deeper level of dialogue and inclusiveness that makes space for all people ... as well as all various and competing views, tensions, feelings, and styles of communication - in a way that supports awareness of relative rank, power, and privilege, and the potential of these forces to marginalize other views, individuals, and groups.”

In other words, Deep Democracy as described here is an agonistic practice. You may have seen my review [<https://nicoledeufel.com/2016/11/03/agonistic-interpretation/>] of Chantal Mouffe’s concept of ‘agonistic public spaces’, where views that are generally obscured by the dominant consensus are made visible, and conflicting views presented and given room. I have suggested that interpretation should be agonistic in this sense, and that it should aim to make visible the wider representational dynamics in society and history.

Agonistics provides the philosophical foundation for such an interpretive approach. Since writing that first blog post about agonistic heritage interpretation, I have thought about different methods to turn the theory into practice.

Deep Democracy seems just one such method that is perfectly suited to agonistic interpretive practice. In an article on Bringing Deep Democracy to Life [<https://nicoledeufel.com/2016/11/03/agonistic-interpretation/>], Amy Mindell, whose husband, Arnold, coined the concept of Deep Democracy, explains that Deep Democracy is rooted in process-oriented psychology. She suggests that each process has an inherent wisdom. This wisdom, however, can only manifest itself when all experiences brought into the process are allowed to unfold and become visible. A group also has a process, and this is at the heart of the idea of worldwork. It applies process-oriented psychology to a group, effectively trying to make visible all group members’ experiences in the process. This avoids that feelings and experiences remain active in a hidden field, which nonetheless will have considerable influence over the outcome of the group process.

The central aspect here is awareness. From what I understand, this is often an awareness of body signals as a key to underlying feelings, but also an awareness of language and content. Much as in Bhabha's idea of the 'Third Space', in which the progress of modernity is halted and shown as staged, in Deep Democracy as a method of facilitation the process is stopped to further explore these signals and make visible what they stand for.

In so doing, Deep Democracy also examines the different roles that people inhabit, often unconsciously. Mindell points out that people don't necessarily always stay in one role even during a conversation, but that they can change roles also. This gives fluidity to a process which, if consciously employed, can unlock its creativity, for example toward moving an issue forward. However, like agonism, Deep Democracy does not believe that conflict can or should always be resolved in order for people to live together successfully. Rather, it accepts conflict as natural and finds a way to move on constructively in mutual respect and with empathy nonetheless.

The application of Deep Democracy to personal interpretation is obvious. Whenever we as interpreters are in a room with other people, we can use Deep Democracy to facilitate the shared creation of heritage, while tackling issues of power and hegemony. What I am not so sure about yet is how Deep Democracy can be used in non-personal interpretation beyond working with heritage communities at the beginning. I wonder if there is something in Deep Democracy that we can use in a dynamic and transformative way for people also as an infrastructure on site. Let me meditate on that some more.



*Nicole Deufel is a founding member of Interpret Europe and formerly Vice President for Strategy for ICOMOS ICIP (The International Committee on Interpretation and Presentation of the International Council on Monuments and Sites). She holds a PhD in Heritage Studies and works as Head of Museums at the City of Oldenburg in Germany. She can be contacted at: [nicole@nicoledeufel.com](mailto:nicole@nicoledeufel.com).*

This article was previously published on Nicole's blog, Thoughts on Heritage Interpretation and Management: <https://nicoledeufel.com/2019/05/26/deep-democracy-as-agonistic-interpretive-practice/>



Bettina Lehnese  
(Germany)

## Sarajevo memories

**Here we share a diverse selection of memories and experiences from our conference in Sarajevo, Engaging with diversity.**

This year's conference could not have been held in a more appropriate location to consider our theme of Engaging with diversity. The 'Jerusalem of Europe' at the heart of Bosnia and Herzegovina provided a wealth of opportunities to dive deep into the rich diversity of religion, culture, history and biodiversity exhibited there, and provided a perfect backdrop for us to debate and share our own experiences. Over the three days, we enjoyed more than 30 presentations and workshops as well as a great selection of study visits, which always inspire us and offer chances to reflect with each other.

Diversity was really explored and celebrated, as Michael Glen summed up for us in his closing speech (thank you, Michael!):

"Topics covered ranged from change, fear, perceptions, conflict, religion, diversity, social cohesion and invasion to reconciliation; from nature, geology, karst country, Roman Empire, Ottoman Empire and culture to disability, education, multi-culture, guiding – and even interpretation. Study tours embraced appalling crimes against humanity, everyday life in Bosnia and Herzegovina, Little Jerusalem and Visočica Mountain, wartime childhood, Gazi Husrev-bey Museum, the National Museum and Trebević Olympic Mountain.

In his keynote, Boris Erg helped us to understand the interface between natural and cultural heritage and told us that the more we advance, the more we depend on nature. Matteo Rosati told us that heritage expresses, and is expressed by, diversity, expounded on the importance of intangible heritage and left us with some formidable guidelines to interpretation, which I know Thorsten is keen for IE to develop in association with UNESCO. Taja Vovk van Gaal described the many challenges facing her House of European History from a multi-national planning team restricted to speaking English to displaying their essential original objects within limited space to interpreting in 24 languages and all the while putting visitors at the core of their ethos."

I enjoyed bringing this programme together, but the biggest reward is hearing from participants what it meant to them and so it is my pleasure to include below some of your own experiences of the conference. Before you read on, I must say a big thank you to our in-country conference manager, Jelena Pekić, and her team from 2MB who organised the conference for us, and Jelena Močević, IE's country coordinator Bosnia and Herzegovina (who is now also Vice Chair of the Supervisory Committee).

Jelena Pekić  
(Photo: Ludwig)



The next four pages show some of your great experiences from the Sarajevo conference - Thank you! - and you can find the plenary speeches on our new Youtube channel: [www.youtube.com/channel/UCDbwylo-tJugfsKXIEI21fQ](https://www.youtube.com/channel/UCDbwylo-tJugfsKXIEI21fQ)

*Bettina Lehnese is IE's conference coordinator. She can be contacted at: [bettina.lehnese@interpret-europe.net](mailto:bettina.lehnese@interpret-europe.net).*

## Thank you for sharing some of your experiences of the conference...

Hamak. Swinging intentionally and accidentally, never staying totally still, yet always finding the right place. That's what it all came down to. That's how I would re-entitle not only the workshop on sensory disability (Disability and the Exhibitionary Complex), but also the whole conference. Exactly as I heard it from another participant (Thank you, Güll!), when she was struggling to come up with the English word for what she wanted to say. She didn't have to. Her co-participants got it quickly and explained it to me. They could feel it before they could grasp it. These were participants from four language families, three alphabets, seven languages: хамак, αιώρα, függőágy, hamak, hammock, hängmatta, Hängematte.

I tended to treat language as a place during this conference, asking fellow delegates which language they were from, as opposed to where they were from. Language was a big factor and actor during our workshop, as we were trying to master the art of description and give voice to our looking, digging collaboratively, struggling to pick the right word at the right time, layering our visual experience, temporarily suspending preconceptions, trying to detect natural and cultural processes. Differences in language, experience, knowledge, interests and viewpoints led to an osmosis of our subjectivities in front of the 'objects' we experimented with: the view of the southeastern hills of Sarajevo through the window, a vase, the IE logo. Describing something as deceptively simple as that logo (thumbs up to the designer!) inadvertently led to poetry. Hamak.

“Τα πράγματα ξεπερνούν τις λέξεις. Τις λυπάμαι, μένουν πάντα πίσω, τρέχουν να προλάβουν αλλά δεν μπορούν, η απόσταση που τις χωρίζει από τα πράγματα δεν μειώνεται ποτέ. / Things go beyond words. I feel sorry for words, they always lag behind, they run to catch up but they can't make it, the distance that separates them from things never decreases”. So writes Greek author Dimitris Dimitriadis in ‘Η ζάλη των ζώων πριν τη σφαγή’ - ‘The Stunning of Animals Before the Slaughter’ (1992). And when he was asked at an interview: “If things go beyond words, why do you keep resorting to words?”, he replied: “In order to turn them into things”. Full circle. For all of us who struggle with words, description and interpretation. Keep swinging. Hamak. Τζέννυ Αγγελική Παπασωτηρίου.

*Angheliki Papassotiriou (Greece)*

Conference opening ceremony  
(Photo: Lihic, 2MB)



Attending last year's Interpret Europe conference in Kőszeg was my best academic conference experience from all seven conferences attended in 2018. So, I came to Sarajevo expecting another amazing conference. And it was. Two main reasons make me state this: the IE family and the city. The city is not only about its architecture and its East-West mix, but the people. The people are indeed very warm and hospitable, in spite of their turbulent and painful past. I left Sarajevo not with my soul full of joy, but with a lot of nostalgic thoughts and hope to return to a city less affected by the tragedies of the '90s.

*Florin Nechita (Romania)*



Conference opening ceremony  
(Photo: Lihčić, 2MB)

This year in Sarajevo was my first possibility to join the Interpret Europe community. I did not know much about what to expect, I was only sure that I had to present our project, [www.journeytothebeginnings.eu](http://www.journeytothebeginnings.eu) for professional interpreters, so I was rather excited. I have met with a strong, but open and supportive community, which welcomed me and answered my doubts and questions I had about my own approach. This is the most precious thing that a community can give me and to share the experience of others. I have learned about the colourful landscape of interpretation, both in the context of natural and cultural heritage, and I have been really inspired by the natural reserves and the work IE experts are doing. Besides being more confident in my current work, I came home with the recognition that my expertise in contemporary art has great opportunities in working together with nature and nature experts. I'm looking forward to starting initiatives in this topic and I hope next year I will be able to join IE again in Estonia and report about our common progress.

*Barna Petrányi (Hungary)*



Heritage interpretation has recently become one of my research interests. I am especially interested in the interpretation of the heritage of politically underrepresented groups in Turkey, and would like to eventually work on how interpretation could inform policy making. However, I found myself quite isolated as there are not many colleagues, classmates or professors working on the topic. My thesis adviser, who is also interested in heritage interpretation, recommended that I attend the Interpret Europe conference, and I couldn't be more grateful that I did!

Honestly, before attending the conference, I believed Turkey's condition related to its plural heritage was singular. During the Interpret Europe conference, I met so many people from all around the world. I got a chance to understand the global issues related to multicultural heritage and observe different approaches to these issues. After hearing about so many different examples from all around the world, including Albania, Belarus, Hungary, Russia, Serbia and the USA, I realised that even though the contexts and actors are different, the issues are very similar. Therefore, communicating, and sharing ideas and experiences will bring us closer to finding common ground.

I believe the most valuable part of the conference, however, was getting to know attendees in less formal contexts during the study visits. I have to admit that I really enjoyed sharing spontaneous laughs on the cable car going up the Trebević mountain with participants I had just met, and sharing a common skepticism about the tunnels leading to Bosnian Pyramids with 15 other colleagues without even having to speak! I am very grateful that I got a chance to join Interpret Europe, and can't wait to be a part of upcoming events!

*Ipek Karaoglu Koksalan (Turkey)*



Thrilling ride up Trebević  
(Photo: Sivec)

Coming home – A warm welcome indeed!

Thank you for such a warm welcome to the 2019 Interpret Europe conference in Sarajevo. It felt like coming home on the first day of the conference when I was greeted by IE friends upon locating the registration desk. I'm also very thankful for the warm greetings given to my colleagues from the Siberian Association for Interpretation – Svetlana Kuklina and Elena Weber.

Sarajevo was a very appropriate place to host the conference with a theme centered around diversity. I didn't know what to expect coming from the US West Coast having lived during the Siege of Sarajevo at a distance and hearing about it in the news. Only a strong and resilient population could live through that time and recover to greet us warmly today.

I found the 'Jerusalem of Europe' a fascinating place to explore along with other international interpretive colleagues.

Interpret Europe conferences (this was my third one!) are always a refreshing and illuminating look at the profession from a management level – challenging me to look internally and think about issues at a higher level than most conferences. I came away with more thoughts about the world and what role heritage interpretation plays in it. I'm more of a world citizen now than when I arrived.

*Chuck Lennox, Lennox Insites and National Association for Interpretation (USA)*



Nature, graffiti artists and interpreters reclaiming the 1984 Olympic bobsled run (Photo: Sivec)

The Sarajevo conference was the first IE conference that I have attended, and I was there presenting a paper, A Survey of Cultural Monuments in Albania: (Post) Socialism's Effect on Religious Material Diversity. The days of the conference were so intense but really I enjoyed every single presentation and workshop. I had the opportunity to see different approaches of interpretation in different countries. I come from a country where interpretation is not very well shared, so these examples inspired me to use them when going back to my country and to share with other colleagues in museums and art galleries.

I got to know a lot of people from different countries who have been part of Interpret Europe for a long time, so being there and discussing with them gave me a deep understanding of what IE does. Also the site visits made this conference more enjoyable. In two days, I visited two museums that were related to what happened to Sarajevo after the break up of Yugoslavia. We looked at different exhibits there, and guides – who were founders of those museums – guided us and told us more. It was really shocking. I come from a communist country, and I thought that we suffered a very brutal and oppressive regime that could not compare to anything else, but after what I saw and heard on those study tours, I totally changed my mind. I passed by people every day, in different parts of the city, and no-one looked like they were desperate, although the bullets and bombs of the war have left their footprints in a lot of buildings and squares. I left Sarajevo with a lot of memories, a new family, lots of love, a lot of knowledge and I can't wait for the next conference in Estonia.

*Inesa Sulaj (Albania)*



## Success in Sarajevo

**It was such a pleasure to host Interpret Europe in Sarajevo and we celebrate the successful conference in all our diversity.**

During the past nine months, the team of 2MB have had the opportunity and honour to work with extraordinary people from Interpret Europe in developing one of the most important European conferences dealing with the theme of heritage interpretation. Continuous and fruitful communication, together with high levels of empathy and respect for the work and cooperation were the highlight of our preparation.

The challenge was adapting the needs of the conference and making them compatible with participants from all over the world and in the specific context of Bosnia and Herzegovina. We believe this was achieved and we are extremely happy that we were able to show the engaging aspect of diversity. This resulted in broadening the horizons for local partners who opened the doors of their hearts and institutions and in a valuable exchange of knowledge for the visitors.

We would like to thank Interpret Europe and all of those that we now call friends and invite you to visit Sarajevo in the future and to be the best ambassadors of the spirit of Bosnia and Herzegovina.

Please find below some links to some articles which were produced during and after the conference. I'm afraid they are in Bosnian, but maybe Google translate can help a bit and hopefully you can get an impression of the noise created around the success of our time together in Sarajevo. I'm also grateful to Nicole Deufel for writing a nice summary of the conference on her blog:  
<https://nicoledeufel.com/>

*Jelena Pekić was the conference manager for 2019. She works for the IE member, 2MB who organised the conference, and can be contacted at: [events@2mb.ba](mailto:events@2mb.ba).*

Screenshot of Vijesti.ba  
article





Sarajevo by night  
(Photo: Ludwig)

**Follow these links for more articles about the conference (in Bosnian):**

<http://visitsarajevo.ba/2019/05/medjunarodna-konferencija-o-intepretaciji-naslijedja-u-sarajevu/>

<https://abrasmedia.info/u-sarajevu-medunarodna-konferencija-o-interpretaciji-naslijeda/>

<https://www.folklor.ba/en/clanci/najave/konferencija-angazovanje-raznolikosti>

<https://vijesti.ba/clanak/449229/strucnjaci-iz-25-zemalja-upoznali-se-o-ratnom-naslijedu-bih>

<https://oluja.info/2019/06/02/strucnjaci-iz-25-zemalja-upoznali-se-s-ratnim-nasljedem-bih/>

<http://www.federalna.ba/bhs/vijest/277167/posjeta-muzeju-zlocina-protiv-covjecnosti-i-genocida>

<http://fena.ba/article/1088737/u-sarajevu-medjunarodna-konferencija-o-intepretaciji-naslijedja>

[https://dev.vijesti24.ba/\\_strucnjaci-iz-25-zemalja-upoznali-se-o-ratnom-naslijedu-bih/](https://dev.vijesti24.ba/_strucnjaci-iz-25-zemalja-upoznali-se-o-ratnom-naslijedu-bih/)

<https://www.bljesak.info/info-vodic/otvorenje-konferencije-angaziranje-raznolikosti/4164>



## Benefits of being a member of a European (world) family

**What are the benefits of being a member of Interpret Europe? A question often asked and one answer became more obvious to me.**

We have just finished our annual conference in Sarajevo. It is so good to catch up with all the different people you have met and bonded with over the years and I wish I could take them home and prolong the excellent atmosphere a bit longer.

But before the conference we had a special event for IE's country coordinators. As one of the more experienced ones, I was in charge of a capacity building workshop for other country coordinators. We were not a large group, but the willingness and exchanges of ideas and inspiration we shared in person or via Skype covered any deficiencies in numbers. We wanted to take a look at the role of country coordinators from two perspectives: What can they do for IE and how can IE support them in their role?



Some coordinators joined via Skype if they could not attend in person  
(Photo: Ludwig)

Country coordinators are national representatives of Interpret Europe. Our role is to promote IE, support the members in our country and make an effort to promote and implement heritage interpretation on a national level.

Every country is different and so is the role of every country coordinator. For example, Slovenia and Croatia have a strong IE training programme, with high numbers of members in each country. So, the role of the country coordinators here is more about motivating and connecting members. Where heritage interpretation is a lesser known profession in other countries, so the country coordinators there have a more introductory role.

This leads me to the most persistent question of them all: How to promote IE? What do people get from becoming a member?

I must be honest and say that people have never asked me that question, but as a country coordinator, I have thought about and asked it.

Is it not our biggest benefit to be a member of a community? To be connected and be able to meet some of the almost 1,000 individuals, organisations and companies all over the world who deal with heritage interpretation.

Those two days and listening to other country coordinators really gave me a lot to think about on what I have done so far and what I can do in the future. And not to worry so much about what we can offer as benefits, because we can (and do) offer a lot. It is up to individual members if they take advantage of those benefits. I know I have, but that is another story.

In two days, we exchanged our ideas and solutions, with an understanding that not everything will work in every country. But the important part was the shared positive energy about our role as country coordinators and the optimism with which we left Sarajevo.

*Janja Sivec is IE's Country Coordinator Slovenia and can be reached at: [janja.sivec@interpret-europe.net](mailto:janja.sivec@interpret-europe.net)*



Being part of a network gives opportunities for cross-country and intergenerational exchange and support (Photo: Ludwig)



# Training

Darja Komar  
(Slovenia)

## Learning about interpretation in former branch school

**Two IE CIG courses took place on the Austrian-Slovenian border, organised by crossborder Geopark Karavanke/Karawanken and IRSNC.**

Geopark Karavanke/Karawanken is a crossborder UNESCO Global Geopark located between two Alpine mountains that exceed 2,000 metres: the Peca/Petzen and the Košuta/Koschuta. It includes 14 municipalities (five on the Slovenian and nine on the Austrian side) and extends over an area of 1,067 sqkm with a population of 53,000. Geopark Karavanke/Karawanken was established in 2011; in March 2013 it became a member of the European- (EGN) and Global Geopark Network (GGN). The geopark is marked by very rich geological variety between the Alps and Dinarides; 48 geosites and 14 geopark localities, equipped with information or interpretation boards, demonstrate the great geodiversity of the area (the oldest Paleozoic rocks, important mineral and fossil deposits, deposits of metallic minerals that were excavated in the past, karst caves and other karst formations, evidence of former volcanic activity, etc.) which is exceptional and unique on a global level.

The Certified Interpretive Guide (CIG) courses took place as a part of an INTERREG Slovenia - Austria project with the acronym NaKult. The NaKult project – geological hiking experiences in Geopark Karavanke/Karawanken, among others, also involves developing and equipping a long-distance geotrail which aims to valorise and enhance awareness of the Geopark's rich geodiversity. Trained guides are required for engaging visitors with the geodiversity as well as the other cultural and natural peculiarities of the path. Therefore, two CIG courses were organised by the crossborder Geopark Karavanke/Karawanken, the Institute of the Republic of Slovenia for Nature Conservation (IRSNC) and Interpret Europe (IE), one in German and the other in Slovenian language. The CIG course on the Austrian side took place in the Geopark Karavanke/Karawanken administrative centre in St. Philippen, municipality of Sittersdorf, and it was led by Thorsten Ludwig. The CIG course on the Slovenian side was implemented in the former branch school in Koprivna, municipality of Črna na Koroškem. It was organised by Helena Vičič.



Slovenian CIG group  
(Photo: Komar)

I had a chance to participate in the CIG course on the Slovenian side. Together with 11 other participants we met in Koprivna, in the former branch school. The school has been uninhabited for the last few years because all the children joined the main school in Črna na Koroškem. Our group was quite diverse, with different professional backgrounds, from geologist, geographer and computer engineer to journalist, graphic designer, social worker. But for the first hour we realised that we all share a common bond with nature. We found out that the combination of some theory and a lot of practice is the perfect combination. We developed multiple stories mainly in connection with natural heritage, but we also touched the field of cultural heritage, since we visited the mining museum in Mežica, where various collections are exhibited, including the flat of a miner's family.

It was a great pleasure for me to be a part of this event. The CIG course was very inspiring, practical, interesting and useful. If only for a few days, we managed to return to life back at school and realise what is the most important – besides the new knowledge gained, new friendships were born.

*Darja Komar studied geology at the University of Ljubljana. She has been working in the Geopark Karavanke/Karawanken since 2016. She is involved in various international projects (INTERREG SI-AT, HORIZON 2020), most of them contribute to conserving, protecting, promoting and developing the natural and cultural heritage of the Geopark area. You can get in touch with her at: [darja.komar@geopark.si](mailto:darja.komar@geopark.si).*



Crossborder CIG meeting  
(Photo: Vičič)



## The brand-new guiding point-of-view

**Interpretive guiding is understanding and encouraging the human urge to discover.**

I was really happy to be a part of the Interpret Europe course and community, because it revealed quite a new way of understanding guided hiking or biking. When we met for the first day in Geopark Karawanken-Karavanke headquarter in Tichoja/ Tihoja, Austria, our heads were so filled at the end of it, that we could not even express our thoughts. For most of us, nothing had a real sense yet. But during the second day of the course with Thorsten Ludwig, we were pushed to experience real interpretive guiding by exercising in-situ, being filmed and analysed. That was the 'click' to the feeling of guided interpretive speech and acting, observing and provoking the guests to actively collaborate and wake up a sense of connection with the land and place.

Our group was nicely diverse – including hiking and climbing guides, foresters, farmers wanting to be guides, community employees. I found my place as a 'sub-architect' who deals with place in the most natural way – to pass and observe it, not build and change it every time. That is why I want to pass forward to other discoveries – and the methods of the course provide the right effective way.

A few other colleagues found purpose in the course, too, so we continued in a vibrant atmosphere. We practiced the interpretive skills on phenomena at a little lake and a mysterious little cottage in Tichoja/ Tihoja, and then also in a private museum of Carinthian history, Glavar Museum. We visited the Museum of pilgrimage on Hemmaberg/ Gora sv. Heme in Globasnitz/Globasnica and the famous site of historical pilgrimage itself.

The two courses were run at the same time with a German-speaking and Slovenian-speaking group on each side of the border. The two groups met at a dinner and exchanged the inspiration of the new knowledge and what to do with it. Many experienced guides, who have been dealing with it for many years with diverse groups of guests, found it even harder than the beginners to transfer the course theory into practice. But the course offers many possibilities to try, to ask, to improve your tactics of interpretation under the mentorship of the leader. If one gives 100% for those five days, and deals with the homework a.s.a.p., the soaking of knowledge is really intense and definitely leaves the right marks.

*Kaja Kos is an architect, who fell in love with the place and space too much to only sit behind the computer. That is why she decided to become a guide in Geopark Karawanken-Karavanke – the rising star among tourism destinations in Europe. She can be contacted at: [kaja\\_kos@yahoo.com](mailto:kaja_kos@yahoo.com).*

CIG in the geopark  
(Photo: Kos)



## Congratulations to our newly certified members

### Certified Interpretive Guides (CIG)

Urko Agirre Gabirondo, Spain	Vedran Knežević, Croatia
Marcos Antolini, Spain	Doris Kunkera, Croatia
Eider Arruti Sanchez, Spain	Idurre Lucas Ezquioga, Spain
Klementina Batina, Croatia	Hegoi Martin Uranga, Spain
Gabi Berasategi Etxebarria, Spain	Lucija Matacin, Croatia
Klara Bukovac, Croatia	Ines Merkl, Croatia
Božena Bulat, Croatia	Joanna Osińska, Poland
Matteo Cantù, Spain	Antonio Paz Pedreira, Spain
Witold Ciechanowicz, Poland	Pablo Perez Martinez, Spain
Sandra Cuesta Aizcorbe, Spain	Josipa Petrina, Croatia
Brian Cullen, Spain	Roza Podrug, Croatia
Nikol Dujmović, Croatia	Aleksandra Radomska-Barton, Poland
Maider Etxaide Rekalde, Spain	Małgorzata Rapacz, Poland
Maria Fakiola, Greece	Aurelia Reinholz, Poland
Dubravko Fijačko, Croatia	Anna Maria Satkiewicz, Poland
Anita Garma, Croatia	Vinka Skorić, Croatia
Paweł Główka, Poland	Urša Vilhar, Slovenia
Lourdes Gorriño Arrieta, Spain	Sebastian Wacięga, Poland
Sandra Grgas, Croatia	Samia Zitouni, Croatia
Katarzyna Hammer, Poland	Ainhua Zuazu Irijalba, Spain
Joanna Hajduk, Poland	
Tamara Hauptmann Stojanović, Croatia	
Dijana Hršak, Croatia	
Enara Izagirre Arrizabalaga, Spain	
Maria Janicka, Poland	
Iva Klarić Vujović, Croatia	
Agata Kloczkowska, Poland	
Alicja Kloczkowska, Poland	
Sylwia Korbut, Poland	
Zvonimira Kravica, Croatia	
Jan Krzeptowski-Sabała, Poland	

### Certified Interpretive Trainers (CIT)

Joanna Hajduk, Poland  
Piotr Idziak, Poland

## 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](mailto:training@interpret-europe.net).

DATE	LANGUAGE	LOCATION	TRAINER
<b>IE Certified Interpretive Guide (CIG) courses</b>			
21-23/08/2019 22-23/10/2019	Swedish	Uppsala, Sweden	Kristian Bjørnstad
30/08-01/09/2019 28-29/09/2019	German	Freiburg, Germany	Thorsten Ludwig
20-22/09/2019 04-06/10/2019	Spanish	Llinars de Valles, Spain	Evarist March
16-18/10/2019 07-08/11/2019	German	Naters, Switzerland	Thorsten Ludwig
<b>IE Certified Interpretive Trainer (CIT) course</b>			
25-26/11/2019	English	Osijek, Croatia	Valya Stergioti
<b>IE Trainer upgrade for Certified Interpretive Guides (CIG)</b>			
27/11/2019	English	Osijek, Croatia	Thorsten Ludwig
<b>IE Trainer upgrade for Certified Interpretive Writers (CIW)</b>			
27/11/2019	English	Osijek, Croatia	Valya Stergioti

### Upcoming webinars

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

17 September at 9:00 CET: Using interpretation in creating themes and experiences in parks and destinations (Kristian Bjørnstad)

22 October at 20:00 CET: Agonistic interpretation – Proposal for a new philosophy and practice of heritage interpretation (Nicole Deufel) (Note, this webinar is for professional members only)

21 November 2019 at 14:00 CET: Benefits of integrating heritage interpretation into tourism (Sebastian Zoepp)

17 December 2019 at 9:00 CET: Culture, cities and citizens: Stories of transformation through community engagement (Yannis Koukmas)

Go to <http://www.interpret-europe.net/top/events/ie-webinars/>  
or email [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net) for more information.

# IE member activities

Sandy Colvine  
(France)

## Northern exposure

**Heritage interpretation was showcased at the recent Norwegian Regional Parks Conference, supported by IE's training programme.**

What better place to experience the longest, brightest days of midsummer than Norway? Well, that's exactly what IE's Country Coordinator Norway, Kristian Bjørnstad, and IE trainer, Sandy Colvine, did this June, in the beautiful lakeside setting of the Valdres Nature and Culture Park, some three hours north of Oslo.

Wearing his other hat, as Secretariat Director of the Norwegian Regional Parks Association, Norske Parker, Kristian organised a conference bringing together almost 50 parks officers and managers from all over Norway. In addition to charting out a common way forward, a key part of proceedings was to demonstrate how heritage interpretation could help the parks to develop and deliver their 'signature experiences', or what makes them special to visitors.

Sandy led an introductory workshop on interpretive guiding and writing techniques, taking participants out of the conference rooms and onto the lakeside to reveal meanings in the vibrant colours, lush vegetation and strong local farming culture.



Interpretive guiding exercises (Photo: Ola)

Norway boasts such spectacular scenery that it can actually distract visitors by preventing them from delving deeper into local culture to connect with local people and have hands-on cultural experiences that are just as rich and memorable, if not more so than the landscape. By turning the spotlight on people and their lives, the country becomes much more than simply fjords and Vikings and 'signature experiences' are key to widening and deepening its appeal, as well as a driver for sustainable tourism.



Heritage interpretation underpins the 'signature experiences' approach in Norway and that's why IE was present at the conference to encourage the parks to adopt interpretation in their face-to-face visitor services and communication media.

The participants thoroughly enjoyed getting hands-on and really appreciated the tips and tricks to make their written texts come to life. Kristian and Sandy are currently developing a capacity building programme for the parks with interpretation at its core and hope that very soon Norwegian parks can be a shining example where visitors discover Norway in all its lights, not just the Northern or midsummer versions!

*Sandy Colvine is an IE certified trainer, interpretive writer and member of IE's Training Team and has recently joined the Supervisory Committee. He lives near Avignon, France, and can be contacted at: [alexander.colvine@interpret-europe.net](mailto:alexander.colvine@interpret-europe.net).*



Interpretive writing exercises  
(Photo: Ola)

## Sweet walks of Virje

**Fostering intangible heritage: How an interpretive walk links the community with sugar.**

Virje is a village formerly known as the largest in Croatia. Today it is better known as the sweetest village of Croatia. Why is that so? All because of an event, called Virovska Prkačijada, which began four years ago – The International Festival Of Small Traditional Cakes. The idea was to keep alive the tradition of making cakes, to protect the heritage and to enjoy traditional cakes from all over the world!

The annual festival includes a Kindergarden Prkačijada held in the Kindergarden Zrno, which is the sweetest not just because of the sugar, but because of the sweet children wearing traditional costumes. Another programme is Little Prkačijada held in the Primary School of the professor Franjo Viktor Šignjar and the main event is based on the women's society competitions, lots of workshops from the best cooking masters from different countries, cooking shows and folk dances.



The whole village joins for the sweet cakes (Photos: Milanović Glavica)



The festival has hosted guests from all over the globe, including from Albania, Armenia, Austria, Bosnia and Herzegovina, Hungary, India, Israel, Malta, Mauritius, Nigeria, Panama, Russia, Slovenia, the UK, the USA, as well as – of course – Croatia. We want to make their stay special, so in collaboration with the local library of Virje, the City Museum of Koprivnica and the Central Podravina Tourist Board, we created the Virje Sweet Walks. I was one of the authors of the sweet walks, along with Ivanka Martinčić Ferenčić, head of the local library.

The one-hour walk starts from the school garden and heads to the church of St Martin and church archaeological site, then to the local museum and the public library. The idea was to present the local history just through the little traditional cookie called zvezdica (a star!). All sweet walks end in the local park where the whole community has built a giant statue of little cookie stars.



All of you with a sweet tooth, save the dates 8 and 9 May 2020 and head to Virje, the sweetest village in Croatia, to see some fascinating local culinary heritage for yourselves!

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



The sweet walks take in archaeology as well as cakes and finish at the tower of zvezdice cookies (Photos: Milanović Glavica)





# What's going on elsewhere

Elizabeta Milanović  
Glavica (Croatia)

## Gruntovčani: A TV series that inspired heritage interpretation

**This TV series has a cult following and now a 20-year history of heritage interpretation surrounding it.**

In Sigetec, Croatia, you will meet Regica, a simple village lady who tries her best to look after her household and her husband. She is hardworking, energetic and always says what she has in her mind. Dudek, her husband, is good-at-heart, quiet and naive. They are both fictional characters created by Mladen Kerstner, a Croatian journalist, writer and director who wrote many stories, radio dramas and poems, but his most famous piece of art was two humorous pieces which became popular TV series – Mejaši and Gruntovčani. He created the unforgettable characters of Dudek, Regica, Cinober, Presvetli, Babica and others. The film director, Krešimir Golik, made the stories come alive through a TV comedy called Gruntovčani, which was first filmed in 1974. Soon afterwards they became very popular in the whole ex-Yugoslavia.

The TV series, set in the fictional village of Gruntovec, was filmed in several villages and places like Sigetec, Drnje, and around Šoderica lake in Koprivnica-Križevci County. It was recorded in a northwestern Kajkavian dialect. The whole crew took about one month of language exercises, especially for the actors who are from non Kajkavian dialect origins. The opening credits included a song called 'Pokraj vode Drave', sung by Ladarice, part of the Croatian professional folk ensemble called LADO, and the opening and closing titles show Croatian naïve paintings painted by famous Croatian naïve artists from Hlebine, such as Ivan Generalić, Mijo Kovačić and Ivan Večenaj-Tišlarov.

Gruntovčani characters  
(Photo: Milanović Glavica)



Based on the popularity of the TV series and knowing that many villagers of Sigetec and Drnje appeared as an extra in the series, some young enthusiasts from Sigetec and Koprivnica decided 20 years ago to join together in the Folklore Society Gruntovec and started to put on plays based on Gruntovčani humour depicting actual themes from today's society. They organise the event, Gruntovčanijada, which is held in Sigetec and every year original actors from the TV series come as special guests. Unfortunately, the original actors are getting older and only three of them are still alive. The local government doesn't recognise the benefit of their work, and there is no money available to support their work, but they continue to do this to keep the tradition and heritage alive, which is extremely important to them. They hope one day that they will become more visible and pick the fruit of their dedicated work and pure love of the local tradition. If you ever visit the Podravina Region of Croatia, please, stop and visit Sigetec – even if you don't understand the language, you will understand the vibe of the good old times. A group from Slovenia visited Sigetec thanks to Dominika Koritnik Trepel (an IE Certified Interpretive Guide) and they enjoyed the interpretation so don't just take my word for it – take theirs!

*Elizabeta Milanović Glavica is a university specialist in tourism and hospitality management from Koprivnica, Croatia. She works for the Central Podravina Tourist Board ([tzp-sredisnja-podravina.hr](http://tzp-sredisnja-podravina.hr)). She is a member of Interpret Croatia and Interpret Europe and is an IE Certified Interpretive Guide (CIG). She can be contacted at: [info@tzp-sredisnja-podravina.hr](mailto:info@tzp-sredisnja-podravina.hr) or [elizabeta.milanovic@gmail.com](mailto:elizabeta.milanovic@gmail.com).*



Gruntovec play inside house  
(Photo: Milanović Glavica)

## Research Team

### Can you help by taking a quick survey?

**What research on heritage interpretation should be undertaken? Let us know what you think!**

Heritage interpretation is an interdisciplinary field. While it involves a great deal of intuition and creativity in its practice, it is firmly rooted in an array of scientific disciplines. However, there are still a lot of unexplored territories and IE's recently renewed Research Team has set out to identify research questions or topics that would be interesting and useful to explore.

Do you have a question related to heritage interpretation that has long bothered you, or you just recently bumped into? From small gaps to big issues, we would love to hear your opinion on which research questions and topics should be investigated!

Please participate in our short survey available here:

[https://www.surveymonkey.com/r/ie\\_research](https://www.surveymonkey.com/r/ie_research)

It will only take about five minutes to complete.

You might also want to check out some ideas previously channelled to the research team, available to view on the IE website:

<http://www.interpret-europe.net/top/market/universities/research/>

The survey results will help IE connect practitioners and academics, facilitate research and encourage interested parties to work on questions that will benefit all. The survey will be open until 30 September 2019.

We are also collecting information on heritage interpretation courses at European universities to publish a comprehensive list on the IE website. Why not take a look <http://www.interpret-europe.net/top/market/universities/university-courses/> and if you know of any others let us know using this form so that they can be added: <https://forms.gle/hziYCrABDuYEPXuC8>

For further queries, contact Carmen Granito (IE Research Coordinator) at: [carmen.granito@interpret-europe.net](mailto:carmen.granito@interpret-europe.net).



Looking for new shores  
(Photo: Ludwig)



# Funding

Athina Tsekoura  
(Greece)

## Natura 2000 Award, 2020

**The Natura 2000 Award has opened for its fifth edition – Take the chance to share your work and get awarded!**

By applying for a Natura 2000 Award, your efforts in helping protect Europe's most valuable species and habitats can become better known to a wider audience, and showcasing your success story could also provide inspiration for others who manage and promote Natura 2000 sites.

The Natura 2000 Award [<http://ec.europa.eu/environment/nature/natura2000/awards/>] honors leading nature conservation achievements and is dedicated to rewarding excellence in the management and promotion of the network and to raising awareness about Natura 2000 and its benefits to European citizens. It also contributes to the fourth priority area of the EU Action plan for nature people and the economy [[http://ec.europa.eu/environment/nature/legislation/fitness\\_check/action\\_plan/index\\_en.htm](http://ec.europa.eu/environment/nature/legislation/fitness_check/action_plan/index_en.htm)] to improve communication and outreach.

Any organisation or individual can apply for an Award, so long as their work is directly linked to one or more Natura 2000 sites. Winners of the European Natura 2000 Award will be selected from five different categories, showcasing the best success stories in preserving Europe's stunning nature: Conservation, Socio-Economic Benefits, Communication, Reconciling Interests/ Perceptions, and Cross-Border Cooperation and Networking.

Take the chance by filling in a simple online application form [[http://ec.europa.eu/environment/nature/natura2000/awards/how-to-apply/index\\_en.htm](http://ec.europa.eu/environment/nature/natura2000/awards/how-to-apply/index_en.htm)] and submit it before the deadline on 30 September 2019. Good luck!

*Athina Tsekoura is IE's Natural Heritage Coordinator. She can be contacted at: [athina.tsekoura@interpret-europe.net](mailto:athina.tsekoura@interpret-europe.net).*



# IE announcements

## IE Management

### Welcome to our new Supervisory Committee

On 31 May, a new Supervisory Committee was elected by the extraordinary General Assembly in Sarajevo. According to IE's Constitution, the electoral term will last three years.



Supervisory Committee in Sarajevo  
(Photo: Lihčić, 2MB)

Pictured from left to right, the five members of the new committee are: Dragana Lucija Ratković Aydemir from Croatia, Alexander Colvine from France, Jelena Močević from Serbia, Patrick Lehnies from Germany, and Andrea Hübner from Hungary.

**Dragana** joined IE in 2014, when the IE conference took place in Croatia. In 2016, she became Country Coordinator Croatia. At that time, IE had seven members from Croatia, today they number 147.

**Alexander (Sandy)** came to know IE during the project, HeriQ – Quality in Heritage Interpretation. He was first involved through the organisation member, APARE, then he himself joined IE in 2017, and became IE Outreach Coordinator in 2018.

**Jelena** was one of the keynote speakers of IE's Spring Event 2017 in the Czech Republic. She joined that same year and became IE Country Coordinator Bosnia and Herzegovina in 2018.

**Patrick** was involved in our organisation from the very first moment. He initiated the founding of IE as a network in 2000, became managing director after IE was established as an association and held this office until 2015. Since 2017, he has been IE's Cultural Heritage Coordinator.

**Andrea** was involved in the KÖME team that organised the IE conference 2018 in Hungary. She joined IE in 2019.

At its inauguration meeting in Sarajevo, the Supervisory Committee elected Patrick as Chair and Jelena as Vice Chair.

## Welcome to our new members

### Corporate members

Four Seasons Natura e Cultura, Italy  
Kocka, Croatia  
The Way Design Ltd, UK

### Organisation members

PI Muzeji i galerije Budve, Montenegro  
NGO Feral, Montenegro

### Professional members

Mitja Fajdiga, Slovenia  
Serena Grassia, Italy  
Svetlana Kondratyeva, Russia  
Gerald Marko Hartmann, Austria  
Ana Mihaela Iordan, Greece  
Niko Müller, Austria

Marta Przybylska, Poland  
Boidarka Ščerbe Haupt, Croatia  
Anna Svobodova, Czech Republic  
Tina Rupnik, Slovenia  
Antonia Weissenbacher, Austria

### Individual members

Aura Aideni Bastidas Guerrero, Colombia  
Sergio Alvarez Conta, Colombia  
Floreny Alvarez Huelgos, Colombia  
Miguel Angel Vargas Collazos, Colombia  
Jose Antonio Torrejano Sandoval, Colombia  
Yesenia Aranzales Montes, Colombia  
Jorge Arturo Huanilo Casallas, Colombia  
Marc Balagué Camps, Spain  
Maria Bastidas, Colombia  
Wilhelm Bauhus, Germany  
Elisabeth Bierbaumer, Austria  
Karmen Bobek, Slovenia  
Jaime Burgos Daza, Colombia  
Darija Celic Trajceski, Croatia  
Daniela Chaparro Marín, Colombia  
Witold Ciechanowicz, Poland  
Alis Cristina Gómez Orozco, Colombia  
Agnieszka Cygan, Poland  
Ana Delia Bohorquez Córdoba, Colombia  
Sandra Domijanić Dravec, Croatia  
Luis Eduardo Cuellar Calvache, Colombia  
Natividad Estebanez Ortega, Spain  
Chenglu Fang, Spain  
Alejandro Fonseca Cortes, Colombia  
Marta Gázquez Sugrañes, Spain  
Gemma González, Spain  
Primož Grešovnik, Slovenia  
Stjepan Grevinger, Croatia  
Sandra Grudenić, Slovenia  
Patricia Hebrard Gras, Spain  
Helena Hrvatin, Croatia  
Andrea Hübner, Hungary  
Viktor Huss, Austria

Emily Hyatt, Germany  
Irmgard Ilg, Austria  
Nejc Juvan, Slovenia  
Kateřina Kadeřábková Vitochová, Czech Republic  
Monika Kalb, Germany  
Horst Kaschnig, Austria  
Tina Keber, Slovenia  
Polona Klavar, Slovenia  
Tim Kolar-Erat, Slovenia  
Darja Komar, Slovenia  
Karel Konopka, Czech Republic  
Cornelia Korak, Austria  
Kaja Kos, Slovenia  
Damjan Kovač, Croatia  
Tijana Kovač, Croatia  
Lojze Krautberger, Slovenia  
Matej Kržič, Slovenia  
Brisejd Lalaj, Albania  
Josipa Liker, Croatia  
Ricard Llerins Bonet, Spain  
Franz Logar, Austria  
Martha Lucía López Cortés, Colombia  
Victor Manuel Mora Artunduaga, Colombia  
Hermina Maras Benassi, Croatia  
Luis María Bastidas Barrera, Colombia  
Ana Maria Ortiz Vargas, Colombia  
Ivan Marion, Croatia  
Paula Micheuz, Austria  
Luis Miguel Murcia Díaz, Colombia  
Carlos Molina Iserte, Spain  
Nina Mrkonja, Croatia  
Anja Mustar, Slovenia  
Ivana Nikitovic, Montenegro  
Marta Novella Perí, Spain  
Argemiro Ortiz Trujillo, Colombia  
Gudrun Pajed, Austria  
Ditmar Paolo Segon, Croatia



### Individual members (cont.)

Olga Pasarrius Llop, Spain	Barbara Stojanović, Croatia
Eljko Pauletić, Croatia	Luzmila Suta Torres, Colombia
Lilijana Pavlič, Slovenia	Jana Svarickova, Czech Republic
Tanja Pejovic, Montenegro	Cristina Toma, Romania
Jasna Petković, Croatia	Rufo Tomas Munoz, Spain
Lara Piko, Slovenia	Klara Trost Lesic, Croatia
Milan Piko, Austria	Martina Tuta, Croatia
Danko Pleše, Croatia	Janja Urbiha, Slovenia
Ana Potočnik Buhvald, Slovenia	Martin Vernik, Slovenia
Arnau Pou Rossell, Spain	Ramon Vidal i Saborit, Spain
Saša Radoš Jagešić, Croatia	Damjan Vlaisavljevic, Montenegro
Tanja Ranić Rovis, Croatia	Simona Voncina, Slovenia
Aljosa Safran, Slovenia	Saso Weldt, Slovenia
Monika Sajatovic Bracika, Slovenia	Monika Widzicka, Poland
Steffen Schretzmann, Germany	Katelyn Williams, Germany
Juan Sebastian Melo Duarte, Colombia	Lena Wobido, Germany
Vukoman Sekulic, Montenegro	Xiomara Xapera Espinosa, Colombia
Andreja Senica, Slovenia	Ivan Yesid Salazar Penna, Colombia
Šandor Slacki, Croatia	Polona Zevnik, Slovenia
Ivan Smoljan, 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!**

Bettina Lehnés  
(Germany)

## IE Conference 2020: Save the date

We are happy to announce our next IE Conference – Fostering heritage communities – will take place from 8-11 May 2020 in Haapsalu, Estonia.



## Stronger together: Fostering heritage communities

Interpret Europe Conference – 8 to 11 May 2020 in Haapsalu, Estonia

Heritage communities are a cornerstone of the Council of Europe's Faro Convention. But how do heritage sites actually become meaningful for everyone? What triggers volunteer engagement and what boosts someone's sense of fulfilment?

People are better connected to heritage when they are actively involved as co-creators of interpretation. This includes lively debate and sometimes dealing with controversial opinions as to why that heritage is meaningful. Consultation broadens consideration about different narratives which, in turn, helps establish practices that accommodate the values people attach to heritage.

The charming Baltic Sea resort of Haapsalu provides the setting for our 2020 conference and the fresh sea breeze will be the perfect tonic to contemplate these subjects. The stunning seashore, its islands and the nearby Matsalu National Park are among Europe's best places for birdwatching and there will be plenty of opportunities.

Haapsalu's natural heritage  
(Photos: Lehnés)



Haapsalu's historic railway station was directly linked to Saint Petersburg from where the Russian Tzars arrived to take the waters and enjoy rejuvenating mud baths. The little town still retains an elegant, aristocratic air with colourful wooden houses, its romantic Episcopal castle and St Nicholas Cathedral. It was also a haven for renowned writers, artists and poets.

Haapsalu is less than two hours from Estonia's capital, Tallinn, which was once a trading hub of the Hanseatic League in the 14-17th centuries. It is also one of the best-preserved medieval cities in Europe and a listed UNESCO World Heritage Site.

Join us in Estonia on 8-11 May 2020 for a packed programme of inspiring speeches, workshops, presentations and study visits, when we'll explore how interpretation can bring heritage communities to life.

Our 2020 conference will be organised by SALM, the Foundation of Haapsalu and Läänemaa Museums ([www.salm.ee](http://www.salm.ee)).

*Bettina Lehnese is IE's Conference Coordinator and can be contacted at: [bettina.lehnese@interpret-europe.net](mailto:bettina.lehnese@interpret-europe.net).*

# SALM

SA Haapsalu ja Läänemaa  
Muuseumid



Haapsalu's cultural heritage  
(Photos: Lehnese)





## Are you our next webinar officer?

**Can you inspire others and are you a good organiser? Then we would be happy to welcome you to our crew!**

As our webinar officer, you would:

- recruit speakers and presenters at the end of each year for the following year (in cooperation with our Training Coordinator)
- develop an annual schedule for webinars at the beginning of each year (plan dates, presenters, titles and short introductory descriptions)
- promote the webinars through IE communication channels together with our News and Social Media Coordinators
- take care of technical procedures (organising a trial run with each presenter, organising and chairing each session)

We would like to run one webinar per month. Occasionally, country coordinators or trainers might need technical assistance for their internal webinar sessions.

The estimated workload is ten hours per month. What should be your driver is becoming 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 very much looking forward to talking with you. The start date for this volunteer position is 1 September 2019.

If you can imagine supporting us in IE's office or need more information, please contact me at [office@interpret-europe.net](mailto:office@interpret-europe.net).

*Helena Vičić*  
*Office Manager*

Iva Klarić Vujović  
(Croatia)

## Click, like, share

**Are you keen in developing and posting social media content? Our social media team is looking for you!**

We are currently active on Facebook, LinkedIn and Twitter and we are developing content for our YouTube channel. We need someone who knows their way with YouTube and would be willing to help us post content on other social media sites. This is also a great way for you to be informed about all the great things happening in the world of heritage interpretation and cultural tourism.

If you would like to join our team in posting, sharing and editing social media content – and can help to build our YouTube audience – please contact us at [iva.klaric.vujovic@interpret-europe.net](mailto:iva.klaric.vujovic@interpret-europe.net).

We are looking forward to hearing from you!

*Iva Klarić Vujović*  
*Social Media Coordinator*

# Further announcements

## News Team

### Upcoming events in Europe

04-07/09/2019

**Annual Meeting of the European Association of Archaeologists**

Bern (Switzerland)

<https://www.e-a-a.org/eea2019>

11-13/09/2019

**Heritage in Progress - Conference on heritage and intercultural dialogue**

Gothenburg (Sweden)

<https://news.cision.com/se/vastarvet/r/heritage-in-progress---a-dynamic-conference-on-heritage-and-intercultural-dialogue-in-gothenburg-,c2813790>

24-27/09/2019

**Europarc Conference Nature on Your Mind - Understanding Our Values**

Jelgava (Latvia)

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

25-27/09/2019

**Conference The Best in Heritage**

Dubrovnik (Croatia)

<https://www.thebestinheritage.com/conference>

09-10/10/2019

**YOUrALPS Project Final Conference**

Chambéry (France)

<https://alparc.org/component/acymailing/mailid-375?key=iYv5QSEf&subid=17254-l8MJFhgeXE1yZE&tmpl=component>

24-26/10/2019

**ECTN Conference for Cultural Tourism in Europe**

Granada (Spain)

<http://www.culturaltourism-network.eu/conference-2019.html>

07-10/11/2019

**NEMO's 27th Annual Conference**

Tartu (Estonia)

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

08-11/05/2020

**Interpret Europe Conference Fostering heritage communities**

Haapsalu (Estonia)

<http://interpreteuropeconference.net/>

11-19/06/2020

**IUCN World Conservation Congress**

Marseille (France)

[https://alparc.org/index.php?option=com\\_k2&view=item&id=982:iucn-world-conservation-congress&Itemid=138](https://alparc.org/index.php?option=com_k2&view=item&id=982:iucn-world-conservation-congress&Itemid=138)

## EC roadmaps – Have your say

**We are invited to join the debate on new EU laws and policies – A chance to help shape our future.**

The European Commission has recently published a number of 'roadmaps' and we have been invited to join the conversation on laws and policies that are currently in development. This is really great that IE is becoming a perceptible player on an international level, and what we all strive for.

The subjects of debate are in the following areas:

- Culture and media
- Education and training
- Environment
- Communication

If you would like to take a look and add your opinion to the consultation in any area that is relevant to you and your work, please follow the link to the EC website where you can scroll through the many initiatives currently under debate: <https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2018-5386378>

*Helena Vičič is IE's Office Manager. She can be contacted at: [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).*





# And finally...

## News Team

Thank you for your contributions.

Warm summertime greetings from your IE News Team:

Marie Banks (UK) – News Coordinator

Anna Carlemalm (Sweden), Iva Klarić Vujović (Croatia), Abby McSherry (Ireland) and Sarah Wendl (Austria).

Any news, projects, invitations, thoughts or adventures in interpretation that you want to share? Send a report and some photos to: [news@interpret-europe.net](mailto:news@interpret-europe.net). Please follow the [guidelines for newsletter authors](http://www.interpret-europe.net/top/news/guidelines-for-authors.html) [<http://www.interpret-europe.net/top/news/guidelines-for-authors.html>].

If you would like to contribute an idea for a book review for future issues, please send it to: [mail@interpret-europe.net](mailto:mail@interpret-europe.net).

Deadline for all contributions: **Sunday 1 September 2019.**

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

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