



interpret europe

European Association for  
Heritage Interpretation



# Newsletter – Autumn 2019



*“Autumn is more the season of the soul  
than of nature”* Friedrich Nietzsche

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## IE Management

Dear members,

Colourful leaves are dancing through many parts of Europe. Even from the sunny shores of the Mediterranean Sea, we receive news that the summer season slowly comes to an end. In the forests, many are busy with hoarding the fruits of the year – and so do we.

Besides sharing our new ideas at several meetings in Brussels, our representatives contributed at conferences of the European Geoparks Network, the Europarc Federation, and the European Cultural Tourism Network. It feels so good to hear from different corners of Europe at the same time, and it shows how our network is growing closer.

In early October we were invited to work with managers and staff from more than 20 UNESCO-designated sites to link heritage interpretation to UNESCO's learning programmes. This was a valuable experience which opens new perspectives, especially for our own training programme.

Meanwhile, more than 450 professional and individual members gained an IE certificate after joining at least one five-day training course and fulfilling numerous requirements. Attending an IE course at a heritage site is the best opportunity to meet your IE friends and colleagues in between conferences. This autumn, there will be courses for guides and for writers in Croatian, Czech, English, German, Hungarian, Polish and Slovenian (see [www.interpret-europe.net/training](http://www.interpret-europe.net/training)).

However, preparations for our next conference have also already started. You all received the call for papers which focuses on community involvement (see <http://interpreteuropeconference.net/call-for-papers>). With this subject, we link to two conventions of the Council of Europe that might become more important for the way we look at heritage and, therefore, for the future development of our profession. Our ultimate tip for the longer evenings is to take a hot tea and explore the questions of the call. We wish you some inspired moments and hope that some thoughts that are worth sharing in Estonia come to you.

Thorsten Ludwig and Markus Blank  
Managing Directors

Nuria Mohedano  
(Spain)

## Heritage interpretation as a quality standard for sustainable tourism

**Sustainable tourism and HI share the same social and environmental spheres – but there are very few examples of HI being used as a management tool.**

Worldwide quality standards in sustainable tourism means a management toolkit for all tourism related stakeholders. Heritage interpretation is rarely used as a key to create new indicators that connect sustainable development and conservation. However, sustainable tourism and heritage interpretation share the same perspective on social and environmental pillars. Sustainable tourism management plans both at destination and product level may have to rethink the way heritage interpretation is linked with the promotion of destinations.

Having a sustainable tourism label has become a hot topic in recent years for policy making, education, businesses and government agencies. Those certifications represent a management toolkit towards sustainable development and a worldwide effort to develop a common language about sustainability in tourism. Nevertheless, heritage interpretation is rarely a source from which a range of indicators emerge in order to measure, evaluate and establish best practices in sustainable tourism. Are we able to escape from just a bunch of volumetric indicators in tourism?

In the search for customer satisfaction, the newest tourism certification programmes, also known as 'green certification', have begun to take into account the three pillars of sustainable tourism: environment, society and economy. Above all, sustainable tourism is aimed at reducing the negative impacts of tourism, seeking always to extend positive impacts with a special focus on conservation, the host population and education for visitors. Additionally, heritage interpretation emerged linked to the management and planning of natural protected areas as a tool for conservation whereas it is now a way of enhancing a destination's assets in terms of tourism.

Finding meanings in nature  
in Valle de Alcudia y Sierra  
Madrona  
(Photo: Mohedano)



The complex tourism system has the capacity to convert natural and cultural heritage into a tourism product. In some cases, such as 'experiential tourism', the service given to a specific traveller is aimed at adding value to a specific asset. As well as fostering a more rigorous approach to society and local culture. Moreover, heritage interpretation is often used as a tool to 'promote'. There are very few examples of heritage interpretation as a tool for management in tourism destinations.

Sustainable tourism has the same basic standards as heritage interpretation in theory. Both are aimed at connecting living spaces with both locals and visitors. The use of heritage interpretation also ensures greater involvement of the local population in tourism products, if done in a participatory and responsible manner. This means the local population may have an important role in the search for meanings and the facilitation of heritage interpretation services. Participation of locals offers a greater knowledge of intangible heritage, such as oral traditions. Achieving greater sustainability of the tourism activity from the social point of view, means involving the community in a direct way.

On the other hand, both terms - heritage interpretation and sustainable tourism - involve the creation of inclusive businesses with top quality services. Sustainability planning implies thus, creating the conditions for it when planning the responsible development of a tourist destination. Heritage interpretation techniques help to involve the local population from the first steps of planning, helping them to identify, recover and value their heritage. From the environmental point of view, sustainable tourism destinations, far from being sustainable at all, tend to focus on simply reducing negative impacts. Whereas heritage interpretation is understood as a tool for engaging and educating people. Again, we find the connection of both concepts in terms of sustainable tourism planning.

Is this happening because we do not include proper indicators that help tourism stakeholders to connect heritage interpretation within their tourism marketing plans? That could be one of the reasons why we may insist on including it in any process that implies value enhancement or any other form of sustainable tourism.

When facing the challenges of creating worldwide tourism quality standards, there is a need to have a transversal, dynamic and inclusive vision that takes into account social, cultural, economic and environmental dimensions that both sustainable tourism and heritage interpretation implies. Overcoming the lack of heritage interpretation prominence means to include active protection of heritage while following high quality criteria for the creation and promotion of a destination or service. Only in this way will it be possible to move towards tourism understood as an enriching and sustainable social practice.

*Nuria Mohedano is IE's Tourism Coordinator. She is based in Puertollano, Castilla-La Mancha, Spain and specialises in Sustainable Tourism Management at Syddansk University in Denmark. She currently combines teaching in non-formal education tourism related courses and freelance work as sustainable tourism marketing consultant. She can be contacted at: [nuria.mohedano@interpret-europe.net](mailto:nuria.mohedano@interpret-europe.net).*



# IE activities

Sarah Wolferstan  
(UK)

## Interpretive training: sustainability, accessibility and participation

**Heritage in its many facets – natural and cultural, tangible and intangible – can be used to address many of the issues society faces today.**

A memory, a landscape, or a monument built 2,000 years ago can inspire values such as freedom of speech, or solidarity, capable of inspiring sustainable lifestyles. Improving people's skills as heritage interpreters can help local communities participate in revealing the many meanings of heritage.

This is the logic of the DELPHI project ([www.delphi-eu.org](http://www.delphi-eu.org)) – Development of continuing professional development for heritage interpretation staff to facilitate lifelong learning for social inclusion and European cohesion. The project will use heritage interpretation to inspire values, like peace, freedom, tolerance and solidarity in the context of a new Erasmus+ project, which runs until late 2020. The seven partners (including IE as an associate partner) from Germany, Greece, Belgium, Italy and the UK are developing a blended learning training package combining interactive online with face-to-face modules to help more participants – mainly planners and adult educators – to become familiar with an inclusive, European approach to heritage interpretation and learn how to benefit from it in their work.



DELPHI project logo & Terms from the taster interpretive course  
(Photo: Leonida)



As with all partnership projects, our first task was to take stock of the ways other projects or communities have developed training in the field of interpretation and European values. Our focus was on projects using innovative, participatory approaches with hard to reach groups in the adult learning and heritage sectors. During this process, several of the partners revealed that they were finding it hard to grasp what heritage interpretation actually was. It was decided we should experience a taster interpretation course.

Interpretive training is always a challenge, especially so when approaching harder to reach audiences. Heritage interpretation can't be taught through lectures, in a classroom. Trainees must experience it for themselves. On-site practice, discussions, presentations, peer evaluation, case studies, testing the principles of quality heritage interpretation in one's own context are just a few of the training tools an interpretive trainer can use to achieve their goal.

This was the experience the DELPHI partners were treated to in Cagliari in May. Our partnership meeting was scheduled to coincide with our Italian partner's – Imago Mundi – largest event, 'Monumenti Aperti', which took place in over 60 Sardinian municipalities over seven weekends. All partners experienced this community-led heritage interpretation event first hand, and then had a taster interpretation training session led by the Mediterranean Centre for the Environment, based on a training syllabus developed in a previous EU Lifelong Learning Programme project, InHerit. We looked at examples of projects applying the central themes of the Council of Europe's Framework Convention on the Value of Heritage for Society - sustainability, accessibility and participation.

The competences used in the Inherit project are currently being adapted; between ten and 15 will be chosen for further description according to a KSA (knowledge-skills-attitudes) framework in line with the EQF (levels 4-5-6-7). Once this is done, our next job is to finalise both the competence framework and training curriculum, and adapt our technical platform. Next year we will pilot our approach with communities in our partner countries. Our results will be presented at a final conference to be held in Belgium during autumn 2020.

*Sarah Wolferstan is the European Project Manager at the Centre for Applied Archaeology, a commercial consultancy and training division of the Institute of Archaeology, University College London (UCL) (<https://www.ucl.ac.uk/centre-applied-archaeology/about>). She can be contacted at: [sarah.wolferstan@ucl.ac.uk](mailto:sarah.wolferstan@ucl.ac.uk).*



Trying out different interpretive techniques to explore meanings (Photos: March (left) & HeriQ - Zagori)





Nuria Mohedano  
(Spain) & Carla Silva  
(Portugal)

## Giving a taste of IE at the European Geoparks Conference

**At one of the main dissemination events of the European Geoparks Network, IE promoted a workshop on heritage interpretation applied to geoparks.**

Sustainable development, geotourism, geological risks and climate change were the main topics of discussion during the 15th European Geoparks Conference held in Seville, Spain. The event brought more than 400 managers and technicians from the European Geoparks Network together at the Morocco Pavillion, home of the Tres Culturas Foundation. Scientists, environmental educators and specialists in sustainable development also participated. The slogan for this year's conference was 'Memory of Earth, future for people', focusing on the sustainable development of geoparks for inhabitants and protected nature areas.

The conference included thematic sessions, workshops, exhibits and study visits. As for the thematic sessions, they were divided according to their main theme: Aspiring geoparks; Education and communication in geoparks; Geohazards and climate change; Sustainable development and geotourism; and Geological heritage and research in geoparks. During the last day, four workshops took place and Interpret Europe actively participated with the workshop, A taster of interpretive skills for geoparks. IE was represented by Carla Silva, Country Coordinator Portugal, Nuria Mohedano, IE Tourism Coordinator, Darja Komar, Certified Interpretive Guide and Evarist March, Certified Interpretive Trainer.

The workshop offered space for inspiration, knowledge sharing and skill development through taster activities focused on IE's approach to heritage interpretation, and showed how such skills can be used on real phenomena.

Along with explaining the basic principles of heritage interpretation, the workshop discussed questions such as how to engage people at geological sites, how to provide first-hand experiences and how the tools of interpretation can improve the quality of communication and positively influence the work of geoparks on education, conservation and tourism development.

Stunning location to begin  
the workshop  
(Photo: Mohedano)





Evarist March opened the workshop, showing geo-interpretation skills in action during an interpretive walk around the venue. A fresh and dynamic practical exercise in which participants connected with different rocks in different parts of the building, and curiosity was awakened. After that, Nuria Mohedano offered space for 'deeper meanings' through a piece of ethnography related to geology: a jar to drink water from a ferrous volcanic fountain in Puertollano, her hometown. This was a reminder of the need to make geopark visitors think about the meaning behind heritage and facilitate a meaningful exchange for them. Carla Silva delivered the game, Guess the heritage, to show how words and written texts can make a difference in connecting visitors to objects or places; it was important to show that interpretation is not only for guides, but also for panels and exhibitions. Darja Komar developed a practical exercise to explain the Rocks Cycle in a dynamic way, where the participants who volunteered to represent the rocks and processes will never forget how this cycle works.



Darja Komar's Rock Cycle game (Photo: Mohedano)

An open discussion with all participants was the final part of the workshop about how to apply heritage interpretation to their current jobs or professions related to geoparks. Some of the ideas exchanged showed that people made a connection with what really matters during the practical exercises and agreed on the fact that geoparks need more heritage interpretation within deeper frames and values in order to reach the pursued objectives of UNESCO Global Geoparks.

Exploring, developing and celebrating the links between geological heritage and all other related aspects of such natural, cultural and intangible heritages, while reconnecting them with human society, will only be possible if heritage interpretation is a key part of geopark management.

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*Carla Silva is IE's Country Coordinator Portugal. She is based in Pico Island, Azores Archipelago, Portugal. She is a biology and geology teacher working for the Azores Regional Government, in the Services of Nature Conservation and Environmental Awareness, where she collaborates on educational programmes for students, municipalities and tourism companies, among other projects. She can be contacted at: [carla.silva@interpret-europe.net](mailto:carla.silva@interpret-europe.net) or [carla.sg.silva@azores.gov.pt](mailto:carla.sg.silva@azores.gov.pt).*

## I am geopark – I am Interpret Europe

**“I am geopark” is a catchphrase I learned from others and that I often say when presenting myself. This year I added, “I am Interpret Europe”.**

Having recently become the IE Country Coordinator Portugal, a country that has only two other members besides me, I took my time. I wanted to do things the right way, which for me is the slow way! (People do say we Azoreans are slow living!)

So, after about one year of letting my ideas mature and waiting to participate in my first IE conference, I finally decided on my first initiative: to present IE to a network that is very dear to my heart: geoparks. I have been a member of the Azores Geopark since 2012. Every two years we hold the European Geoparks Conference, and the next one was scheduled for this year, in Seville, from 25-27 September. All Portuguese geoparks would be there, as well as most of the European UNESCO Global Geoparks.

Being new to IE, I was inspired by the IE Conference 2019 in Sarajevo, where I saw Janja Sivec, Sandy Colvine and Piotr Idziak deliver a great practical workshop. So after some (good) advice from Helena Vičič, I decided to propose a practical workshop to the Secretariat of the Geoparks Conference, and to put together a team: Darja from Geopark Karavanke/Karawanken, because she is from the ‘geopark family’ as well as being a recently qualified IE Certified Interpretive Guide; Nuria Mohedano, from my ‘IE family’ since we met on our Certified Interpretive Trainer Course, and because she is the IE Tourism Coordinator; and Evarist March, whom I had never met but lives in Spain and had just sent me an email inviting me to participate in a meeting for Iberian Interpret Europe Guides in September.



Our workshop team  
(Photo: Pacheco)

So, the idea was to deliver a very practical workshop, in a conference where participants are more used to traditional, oral presentations. I wanted to do things differently there, to make a buzz! And there we were, four ‘strangers’, working together. Well, Nuria and I were not actually strangers, but we had not met since the CIT course in May 2018. We prepared all the workshop by email, Facebook Messenger and WhatsApp. An incredible amount of emails and messages for such a small workshop – I bet that if we were together in a room, we would have reached the same result in three hours! But after a few weeks/months (and some despair), asking for exercises from Janja Sivec (IE Country Coordinator Slovenia) and advice from Valya Stergioti (IE Training Coordinator), we created a workshop with a series of tasters... tapas, as they say in Andaluzia, so very appropriate!

And so, with some practical tapas prepared by each of us, we spent two hours introducing what interpretation (and Interpret Europe) can bring to geoheritage and geoparks. And it even included volcanic cookies and chocolate tasting! Let us see now if our workshop recipes left a good taste in the geoparks' mouths, and hope we have started a fruitful relationship between these two European Networks – geoparks and IE!

With multiple sessions simultaneously, and a scheduled start at 8h30 in the morning, more than 30 people joined our workshop (what a great turn out, I sighed with relief!). Many of them wanted to take our cards and thanked us at the end. Mission well accomplished, we felt.

And now, while I think about this some more, I am very happy with the way things came together: I was able to present myself to my Portuguese Geoparks friends as being part of IE - not just to them, but to the whole European Geopark Network - and not alone as the Portugal Country Coordinator, but as part of an IE group, as my new family.

I think there is a saying that "Latins love big families", or did I make this up? Anyway, I love big families, and I hope to help bring many geopark members to the IE family – and IE members to the geopark family! My families are growing side by side.



An amazing venue for the IE and geopark families to come together  
(Photo: Pacheco)

I also hope to see more IE members at the 16th European Geoparks Conference, which will be held on 22-24 September 2021 in Sesia Val Grande UNESCO Global Geopark, where stone becomes culture!

You can find the abstract of our workshop, A taster of interpretive skills for geoparks, in the Abstracts Conference Book (page 178):

[http://egnsierranorte2019.com/docs/15th\\_European\\_Geoparks\\_Conference\\_Abstracts%20Book.pdf](http://egnsierranorte2019.com/docs/15th_European_Geoparks_Conference_Abstracts%20Book.pdf)

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## What do you have on your mind?

**“Many things”, you could answer. But what if you attended the EUROPARC Federation Conference? Then, you would have nature in mind.**

‘Nature in mind: understanding our values’ was the theme of the EUROPARC Federation 2019 Conference (<https://www.europarc2019.com/>), held in Jurmala, Latvia, on the outskirts of Kemer National Park, 24-27 September.

Focusing on five topics – Politics, Business, Health, Arts and Creation of Spaces – all the participants had the opportunity to attend workshops, field trips and working sessions according to their field of interest.



In a plenary session, five guest speakers shared their knowledge, experience, thoughts and dreams of “Having nature in mind”. Rauno Väisänen in Politics, Anete Vabule and Mara Lieplapa in Business, Dr. William Bird in Health, Silvija Nora Kalnins in Arts and Simon Bell in Creation of Spaces. That gave inspiration to everyone to participate in a fruitful but also fun procedure throughout the conference.

Interpret Europe was represented by Athina Tsekoura, Natural Heritage Coordinator. Together with Kristian Bjørnstad, Country Coordinator Norway, an information desk was set up at the Marketplace. Getting in touch with 370 participants – professionals of the European protected areas and visitors of the event – gave us the opportunity to exchange ideas, experiences and discuss possible future cooperations.



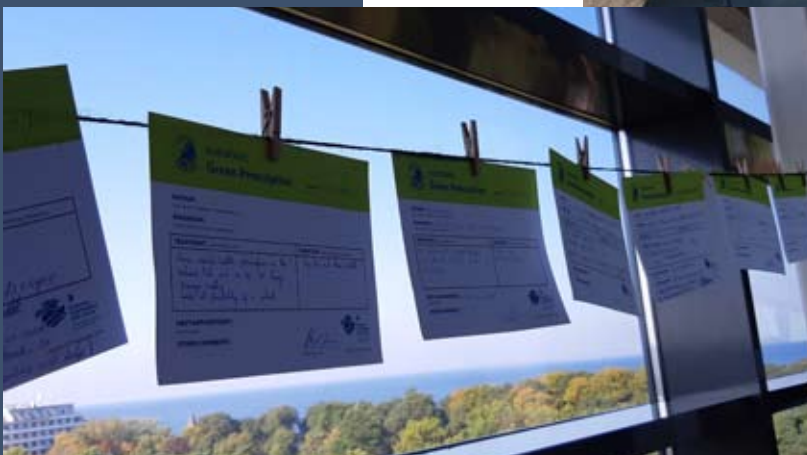
Latvian wetlands,  
conference opening,  
IE info desk  
(Photos: Tsekoura)

As Ignace Schops, President of EUROPARC Federation (<https://www.europarc.org/about-us/>), mentioned in his closing speech: “...we are doing our best to understand what is going on... and nobody can do everything but we all can do something...” so with ‘Nature in Mind’ we keep on working for a better future.

*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](mailto:athina.tsekoura@interpret-europe.net).*

(Photos: Tsekoura)

## Further impressions of 'Nature in mind' from the EUROPARC Federation Conference



### 'Green prescriptions' (left)

**Doctor:** Mother Earth

**Patient:** Everyone

**Diagnosis:** Loss of connection to nature

**Treatment:** Be present and aware of nature, inside and outside

**Duration:** Every time, everywhere



# Training

Anders Arnell  
(Sweden)

## The first CIG course in Sweden

**Participants are doing their homework after the first three days in August and the final two days coming up at the end of October. Good luck!**

The first CIG course in Sweden is currently underway! Kristian Bjørnstad from Norway (who lives on the Swedish border) is the very much appreciated leader, and the course is hosted by the Swedish Centre for Nature Interpretation (SCNI). Our first three days were held in Uppsala on 21-23 August and everyone is now doing homework and looking forward to the last two days of the course on 21-22 October.

During the first three days of the course, the 16 participants worked with the IE tools for interpretation in two comprehensive exercises carried out at the SLU campus Ultuna. The group consists of a broad array of interpreters from national parks, visitor centres, private enterprises, forest organisations, educational institutions and others. It was three very intense days, but the good balance between practical work, discussions, presentations and the inevitable Swedish Fika helped everyone keep their focus and spirit.



Meaning-making under the old pines (Photo: Arnell)

The old pines at Ultuna proved to be good tools during the introduction session and discussion about some central parts of interpretive guiding, such as meaning-making, stepping stones and universal concepts. Other phenomena that served for us to interpret included a sunflower bursting right out of the wall in the central part of the campus and an ordinary remote control – you would not believe how many potential meanings we came up with for this object!

We then prepared for a group exercise, practicing interpretive guiding in a chosen area of the campus. One group focused on the hidden possibilities of a superficially boring-looking place – a dam. There was much more to see and experience than first meets the eye. The other half of the course interpreted the indoor environment of one of the main buildings on campus. Quite a lot was learned and discussed based on the architecture, materials and exhibits inside.



Although at times it was really rainy, our spirits and enthusiasm were not dampened and it did not prevent us from being committed! Thank you so much, Kristian, and thanks also to all participants for your great dedication! Good luck for the final assessment!

*Anders is a Project Leader at the Swedish Centre for Nature Interpretation (SCNI), Department of Urban and Rural Development, Swedish University of Agricultural Sciences, based in Uppsala. He can be contacted at: anders.arnell@slu.se.*



What could this bench say about planning and care for the area? (Photo: Arnell)



Interpreting phenomena  
- a sunflower and a remote control (Photos: Arnell)



## Congratulations to our newly certified members

### Certified Interpretive Guides (CIG):

Sergio Álvarez Conta, Colombia	Tim Kolar-Erat, Slovenia
Floreny Álvarez Huelgos, Colombia	Darja Komar, Slovenia
Yesenia Aranzales Montes, Colombia	Cornelia Korak, Austria
Sonja-Barbara Bader, Croatia	Kaja Kos, Slovenia
Marc Balagué Camps, Spain	Tijana Kovač, Croatia
Luis María Bastidas Barrera, Colombia	Siegfried Kristöfl, Austria
Wilhelm Bauhus, Germany	Matej Kržič, Slovenia
Karmen Bobek, Slovenia	Kristina Kulišić, Croatia
Dina Botta, Croatia	Lorena Lazarić Stefanović, Croatia
Yannick Bucher, Switzerland	Josipa Liker, Croatia
Jaime Burgos Daza, Colombia	Ricard Llerins Bonet, Spain
Miguel Angel Burgos Fradeja, Spain	Martha Lucía López Cortés, Colombia
Iva Čaleta Pleša, Croatia	Anika Makovac, Croatia
Pascual Julio Camacho Barrera, Colombia	Tea Malik, Croatia
Xiomara Capera Espinosa, Colombia	Panagiota Margariti, Greece
Jenny Patricia Castro Paz, Colombia	Jasna Mašinović Puh, Croatia
Daniela Chaparro Marin, Colombia	Juan Sebastián Melo Duarte, Colombia
Cristian Lorenzo Charres Mayor, Colombia	Dominika Mietelska-Jarecka, Poland
Rigo Cifuentes, Colombia	Carlos Molina Iserta, Spain
Angie Catalina Colmenares Benitez, Spain	Fernando Montero de Oliveira, Spain
Luis Eduardo Cuellar Calvache, Colombia	Víctor Manuel Mora Artunduaga, Colombia
Guillermina Cueto Reyes, Spain	Julia Mörsdorf, Germany
Ana Catarina Da Conceição Alves Da Cunha, Spain	Luis Miguel Murcia Diaz, Colombia
María Del Pilar Bastidas, Colombia	Martina Nettekoven, Germany
Sandra Domijanić Dravec, Croatia	Marta Novella i Perí, Spain
Sanja Drandić Gorički, Croatia	Argemiro Ortíz Trujillo, Colombia
Judit Esteban Garcia, Spain	Ana María Ortíz Vargas, Colombia
Natividad Estebanez Ortega, Spain	Nathalia Otero López, Colombia
Mitja Fajdiga, Slovenia	Vukica Palčić, Croatia
Chenglu Fang, Portugal	Natali Palko Zirdum, Croatia
Alejandro Fonseca Cortes, Colombia	Samuel Leonardo Parra Tovar, Spain
Marta Gázquez Sugrañes, Spain	Milan Piko, Austria
Dennis Gladner, Germany	Lara Piko, Slovenia
Meri Glumac, Croatia	Danko Pleše, Croatia
Lilijana Gologranc Pavlič, Slovenia	Helena Pola, Croatia
Alis Cristina Gómez Orozco, Colombia	Arnau Pou Rossell, Spain
Gemma González Navarro, Spain	Saša Radoš Jagešić, Croatia
Claudio Grbac, Croatia	Cristina Alexandra Rivas Paccha, Spain
Primož Grešovnik, Slovenia	Karla Roxanna Rivera Herrera, Spain
Sandra Grudenič, Slovenia	Gordana Rojnić Gruber, Croatia
Lea Gutierrez Deda, Spain	Andrés Camilo Ruiz Pivcevic, Spain
Sanja Haskić, Croatia	Tina Rupnik, Slovenia
Evangelos Hlantzios, Greece	Eva Šabec, Slovenia
Jorge Arturo Huanilo Casallas, Colombia	Esteban Sabogal Alarcón, Spain
Tina Hudnik, Slovenia	Aljoša Šafran, Slovenia
Hélène Iehl, Germany	Iván Yesid Salazar Penna, Colombia
Tina Keber, Slovenia	Félix Roberto Sanabria, Colombia
Polona Klavžar, Slovenia	Mónica Sánchez García, Spain
Markus Klek, Germany	Eva Sandberg, Sweden
	Daniel Schlemonat, Germany
	Kristina Schreier, Germany
	Steffen Schretzmann, Germany

### **Certified Interpretive Guides (CIG) (continued):**

Andreja Senica, Slovenia  
Barbara Škoravić, Croatia  
Luz Stella Sogamoso Sanchez,  
Colombia  
Peter Stampf, Spain  
Anderson Tapiero, Colombia  
Rufo Tomàs Muñoz Fabra, Spain  
Jose Antonio Torrejano Sandoval,  
Colombia  
Klara Trošt-Lesić, Croatia  
Janja Urbiha, Slovenia

Miguel Ángel Vargas Collazos,  
Colombia  
Martin Vernik, Slovenia  
Ramon Vidal i Saborit, Spain  
Simona Vončina, Slovenia  
Antonia Weissenbacher, Austria  
Sašo Weltdt, Slovenia  
William Wilches, Colombia  
Julia Wimmer, Germany  
Mirela Zečević, Croatia

### **Certified Interpretive Writers (CIW):**

Tomasz Adamski, Poland  
Jožica Bajc Pivec, Slovenia  
Mateja Breg Valjavec, Slovenia  
Mojca Bedjanič, Slovenia  
Alicja Fischer, Poland  
Anita Matkovič, Slovenia  
Hanna Mierzwa, Poland  
Anna Mieszala, Poland  
Dominika Mietelska-Jarecka, Poland

Ewelina Pędziwiatr, Poland  
Katarina Polajnar Horvat, Slovenia  
Marta Przybylska, Poland  
Katja Škerjanc, Slovenia  
Aleš Smrekar, Slovenia  
Marko Slapnik, Slovenia  
Sebastian Wacłęga, Poland  
Monika Widzicka, Slovenia

### **Certified Interpretive Trainers (CIT):**

Michaela Kubíková, Slovakia  
Dimitra Sidiropoulou, Greece  
Zsuzsa Tolnay, Hungary  
Ondřej Vitek, Czech Republic



## 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>			
24-28/10/2019	Polish	Małe Ciche, Poland	Magdalena Kuś
25-27/10/2019 9-10/11/2019	Croatian	Bakar, Croatia	Iva Silla
15-17/11/2019 29/11-1/12/2019	Czech	Brno, Czech Republic	Michal Medek
15-17/11/2019 29/11-1/12/2019	Czech	Brno, Czech Republic	Ondřej Vitek
<b>IE Certified Interpretive Writer (CIW) course</b>			
16-20/11/2019	English	Elefsina, Greece	Stephen Richards-Price
<b>IE Certified Interpretive Trainer (CIT) course</b>			
25-26/11/2019	English	Osijek, Croatia	Valya Stergioti
<b>IE Trainer upgrade for CIG course</b>			
27/11/2019	English	Osijek, Croatia	Thorsten Ludwig
<b>IE Trainer upgrade for Certified Interpretive Writer (CIW) course</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:

22 October at 20:00 CEST: 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 19:00 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

Lotta Krickel  
(Germany)

## Let's play! Heritage interpretation meets smartphone apps

**Are you attracted by the terms 'study' or 'learn'? How about 'play' and 'enjoy'? Let's explore how mobile applications can support interpretation.**

From birth, we learn by playing. As we get older, other forms of learning become more important than play, but that doesn't mean that people lose their desire to play or that our minds are no longer built for playful learning. In fact, the opposite is true. Game-based learning triggers emotions in people of all ages. By doing so, it helps make them more receptive to new information and ideas.

One way to make learning more playful and also meaningful, is a good quality mobile application. One such tool is Actionbound. With this app for mobile devices and the online editor that goes with it, one can easily create and enjoy intuitive play environments. It works like a scavenger or treasure hunt that incorporates various kinds of tasks, such as quizzes, creative photo or video missions, QR-codes, GPS coordinates, and much more. You can use these tools to present any heritage interpretation content.



Exploring how we can bring nature and digital media together  
(Photo: Actionbound)

Smartphones are part of our daily lives, especially for younger people. You can use the familiar medium to open up a conversation about new places and ideas. Missions invite users to go adventuring, collecting experiences and adventures that they can interpret and discuss with one another. A mixture of analogue and digital tasks ensures that users won't get bored. GPS coordinates as well as photo and video-based tasks help players discover locations. Quiz questions and info panels present facts that can become the basis for heritage interpretation.

An online editor, Bound-Creator, which is really intuitive and easy to use, can help to create experiences. There are free trials available online, where you can try out your creativity. Actionbound also offers workshops and sessions, in which an expert leads you through the experience and software features. Please let us know what you think about it, and let's get into an exchange about the opportunities and limitations of using digital media in interpretation.

If you are an IE member, like us, and you want to get more familiar with the Actionbound system, we are offering a 10% discount on licenses and also special prizes for workshops or consulting. Just get in touch!

*Lotta Krickel has a master's degree in e-learning and media-literacy and works in the gamification field. She is passionate about developing concepts for playful learning experiences. As a part of the Actionbound team ([www.actionbound.com](http://www.actionbound.com)) she is trying to make gamification accessible to everyone. She can be contacted at: [lotta@actionbound.com](mailto:lotta@actionbound.com) or [info@actionbound.com](mailto:info@actionbound.com).*

## Interpretation – what's not to enjoy?

**The Severn Valley Country Park visitor centre recently had a re-design and here we share ideas on how to help visitors to engage with more joy.**

When WWT Consulting was appointed to develop the interpretation design and build at Severn Valley Country Park, we were delighted to discover a shared passion for joyful exhibitory with our client. Early stakeholder consultations captured aspirations for 'plenty of joy' in a visitor centre 'where children (and adults) can learn by play', discovering stories 'about conservation and sustainability'.

The Park offers a brilliant palette for creating exciting visitor experiences. The visitor centre, which needed expansion, is perched high on the steep east slope of the River Severn, in a dynamic, historic landscape. Set within a Geopark, on an old mining and quarrying landscape, it boasts a heritage railway and cycle route through the Park. The landscape was transformed in the late 1980s and early 1990s, from a former mining site into a Country Park, by Shropshire Council which owns and manages the site for people and wildlife.

We created messaging focussed on the themes of A Centre of Industry, A Changing Landscape, River Wildlife and Our River.



A changing landscape timeline & 18th century activity table  
(Photos: Môrafon)



To bring joy, we created a series of interactive games and engaging exhibits to provoke dialogue and immerse participants in rich and valuable stories. Gameplay included a scaled-up board game, which tied into the work of the Heritage Lottery Fund Unlocking the Severn project. Players must work their way across a magnetic board playing as endangered fish species. They discover the perils of weirs and the joys of fish-ladders in their quest to reach the finish line.

Other activities include; a Connect Flowers game; a reading Foxy Tales Book Bench, a Bee an Animal dressing-up table and a crawl-through Kingfisher's Nest Burrow. We also installed a wildlife tracing table and a children's Activity Table depicting the 18th Century landscape with interactive features of the period.



The exhibition was gently inspired by the learning philosophies of Montessori, Steiner and Reggio Emilia. The exhibits draw on the principles devised by Loris Malaguzzi, founder of the Reggio practice including the Hundred Languages of Children, inviting children (and adults) to learn in their own interactive way. Pale birch ply and a bright painterly colour range provide a wholesome educational feel.

The Park is populated with intriguing historical characters. We chose to interpret a few, including Alfred Head, a miner who spent his whole working life at the mines from age 12 until his last working days aged 72. His weekly handwritten payslips are displayed alongside carefully selected mining artefacts, providing an emotive insight into his life. This is one of many features embedded within a vast pictorial timeline; A Changing Landscape. This exhibit was designed to work for a range of audiences, with younger people able to visually 'read' the positioning of objects and engaged adults finding interest in dates and facts about the site.

Severn Valley Country Park visitor centre officially reopened on 6 October 2019, thanks to generous part-funding from The European Agricultural Fund for Rural Development: Europe investing in rural areas and part-funding by Shropshire Council.

*Beth Morafon is a visitor experience specialist with 20 years' practice as Senior Consultant at WWT Consulting and Senior Project Officer for WWT visitor centres in the UK. She is now Director of VisitMôr, a public realm and visitor experience consultancy. She can be contacted at: [beth@visitmor.co.uk](mailto:beth@visitmor.co.uk).*



Foxy Tales book bench & Kingfisher's nest crawl-through burrow  
(Photos: Môrafon)



## Interpretive training in Poland

**The Małopolska Institute of Culture (MIK) in Kraków has provided training activities based on IE's CIW and CIG courses.**

In the first half of 2019, MIK was involved in disseminating the competences acquired during two of Interpret Europe's courses: Certified Interpretive Writer (CIW) and Certified Interpretive Guide (CIG). Training was offered to employees in the culture and tourism sector. The employees of MIK conducted a complete five-day Certified Interpretive Writer (CIW) course in Poland and a two-day training session for employees of the Małopolska region and open-air museums, based on the methodology of the Certified Interpretive Guide (CIG) course.

### **How to write interpretive texts about heritage? – the first CIW course for Poland**

MIK was really pleased to run the first Certified Interpretive Writer (CIW) course in Poland. The Polish pilot version of the course was developed as part of cooperation with the Interpret Europe network and the Visegrad Fund.

The course invited people who write texts on the phenomena of heritage (objects, places, characters), including the creation of descriptions of exhibits in museums, galleries, parks and other institutions providing cultural heritage in its broad sense. The programme was based on the methodology for interpreting heritage developed by Interpret Europe. The competence developed by the participants was the ability to write interpretive texts, i.e. those that engage the reader's attention, when the possibilities of acquiring long and complex content are limited. The course offered the opportunity to acquire or structure the skill of writing texts with strong messages and to exchange professional experiences. Participants were delighted to enter the network of hundreds of professionals involved in heritage interpretation for many years.

### **Interpretive guiding for Poland**

In March, MIK also organised a two-day training in interpretive guiding, prepared especially for people working in the open-air museums of the Małopolska region. Participants learned about selected tools and techniques in the field of heritage interpretation and practiced their use. An additional value of the course was the fact that the training was carried out at the Skansen (open air museum) in Wygiełzów (near Kraków). Thanks to this location, it was possible to use phenomena related to issues of the Western Krakowiaks ethnic group (attire, architecture, handicrafts, everyday household life, local art) for training purposes. The planned effect of the training, which was based on the methodology developed by Interpret Europe, was the introduction of participants to independently develop *Interpretive Talk* tales, as well as encouraging participants to develop stories in their museums in the form of interpretive walks.



Training at the Wygiełzów open air museum  
(Photo: Wacięga)

*Sebastian Wacięga works for the Małopolska Institute of Culture (MIK) in Kraków, Poland, where he is a facilitator of participatory strategic planning and heritage interpretation. He is co-author of the book, *A local museum in a global world*, and training games inspired by history, *Peasant Business School* and *Oil City - Galician Black Gold Rush*, published by MIK. He can be contacted at: [waciega@mik.krakow](mailto:waciega@mik.krakow).*

# What's going on elsewhere

Beverley Law (UK)

## Hillsborough Castle and Gardens: How to delight your visitors in five key steps

**What tools can you use to help a heritage landmark stand out, to draw in a wide range of visitors – and keep them coming back?**

Storytelling lies at the core of any interpretation project. You need to research your site and uncover those hidden narratives that people don't know about. Ask yourself: are you making the most of every last detail to delight your audience?

That's the approach that we took in curating the renewed visitor experience for Hillsborough Castle and Gardens (re-opened April 2019), under the direction of the public engagement and interpretation teams at Historic Royal Palaces, UK, and I'd like to share some of our lessons learned.

This grand old family home in Northern Ireland is brimming with untold stories and behind-the-scenes moments. Our challenge was to tease out these unsung elements and showcase them in new and innovative ways.

To achieve this, we identified five key areas to address:

- A warm welcome with the promise of time well-spent
- Surprise audiences with amazing secrets and fascinating facts
- A series of 'wow' moments where every detail counts
- Showcase regional talent in the formation of inspiring spaces
- Allow people to find their way, while getting lost in the experience

**Here are my top tips for how you can use this approach to breathe new life into similar heritage sites.**

### 1. Are you creating a warm welcome?

First impressions really count when it comes to establishing a strong sense of place. We commissioned a series of five handmade montages from Irish-bred artist Martin O'Neill; part of a vivid 'welcome wall' that sets the tone for the adventure ahead.

Infused with bright colours and an element of fantasy, these playful montages detail people and events from Hillsborough's lively past – and invite guests along for the ride. There's also a statement lightbox that cuts between the castle's elegant Drawing Room as you see it today, and a glimpse of the same room in a Thatcherite era, showing the signing of the Good Friday agreement.

The admissions desk is based around a digital version of the welcome wall, with curtains drawn back to form a stage effect. Animated displays flick between moments in Hillsborough's history, along with ticketing information.

Meanwhile, the entrance to the Clore Learning Centre in the Stable Yard is announced by a 3D metallic sign by illustrator Rob Ryan. A stalwart of East London's booming creative scene, Ryan's fresh approach creates an intriguing contrast to the estate's regal history and resonates with children and parents alike.

Together, these features conjure up an air of anticipation and excitement. Visitors are tempted into a bygone world, full of unknown characters, unexpected discoveries and undiscovered facts.





The welcome wall & Entrance to Clore Learning Centre (Photos: All Creative)



## **2. How can you surprise your visitors and increase dwell time across their journey?**

Rather than simply reciting facts, it's far more effective to allow visitors to uncover stories and ideas for themselves. Our visitors are invited on a journey – of which they are the lead architect. To achieve this, we created a ream of intriguing, multi-sensory installations layered with hidden depths of meaning.

For example, a 9-metre-long wall outside the 18th century Pineapple House charts the history of the fruit from exotic climes to its centrepiece of a luxurious castle banquet – and includes life-size illustrations of Viscount Wills Hill. Visitors can interact with the structure, sliding back panels, unlocking doors or viewing through pictures to reveal further snapshots of colour and information.

The 100-acre gardens are similarly dotted with subtle, intriguing interventions designed to spark curiosity. And at the Edwardian summer house, budding David Attenboroughs can rifle through cupboards and drawers to reveal local wildlife and threads of natural history. Visitors can also get hands-on with the estate's gardening heritage thanks to a portable cart loaded with costumes and equipment to explore the grounds.

Via unexpected moments, you too can create a thrilling journey of discovery where every step counts.

## **3. How can you unlock a sense of place and curate 'wow' moments?**

This is about digging deep into the history of a place, in order to tell its story via a cast of bygone characters and events. Hillsborough offered a rich tapestry for storytelling: one of America's founding fathers, Benjamin Franklin, once paced its maze of velvet-draped state rooms. Under the watchful eye of ancestral portraits, key political players hashed out the Northern Ireland peace process. The chandeliered hallways have hosted a succession of royalty and VIPs, including Princess Diana, the Dalai Lama, Desmond Tutu and the Queen of England.

Our challenge was to get visitors to step inside this elite world, so they could connect with its people and experience the drama of key political moments. In Downshire Gallery, an ornate hall of mirrors, guests can literally walk in the footsteps of history. A series of 12 elaborate mirrors showcase central figures and events from Hillsborough's captivating past. Visitors can see themselves reflected in a reportage image of Tony Blair and President George Bush, pictured in deep conversation on the castle's ornamental lawns, and can stroll in the shadow of Mo Mowlam, who negotiated the terms of the groundbreaking Good Friday agreement in 1998 from the grounds of Hillsborough Castle. Ornate arches, etchings and typographic treatment add to the sense of drama, along with a timeline that traces the history of the castle from its roots as the family home of Viscount Wills Hill to the present day (including digital film content).

In any destination with such a visceral sense of history, it's important to curate 'wow' moments like these that spotlight personal stories and roll out the red carpet for all. This, in turn, creates memories that last a lifetime and sets the stage for moments that can be easily shared on social media and by word of mouth – a crucial part of generating brand awareness.



Timeline & the Devonshire Gallery hall of mirrors - meet the residents and guests who shaped our history (Photos: All Creative)

#### 4. How can you showcase regional talent to create inspiring spaces?

Engaging local craft specialists is another really important part of a good visitor experience; and one that will encourage guests to return, time and again. We approached artisans in the County Down area to elevate the tucked-away outbuildings and woodland glens and other key points throughout the visitor journey. We researched regional stonemasons, iron workers and more.

We employed traditional blacksmithing techniques to create the castle's new welcome sign and gates. These intricate carvings can be seen throughout the grounds, framing certain views in a fresh and suitably majestic perspective. Paving stones in the Friends Burial Garden were engraved with stories and quotes from its Quaker community and a bespoke engraved bench nestles within the estate's secluded stone grotto. The Walled Garden, with its ancient fruit trees and apple orchard, is marked by a graceful stone carved placard.

This was a great opportunity to put regional talent on the map and showcase their work on a stage drawing international visitors. By doing this, you tie the visitor experience seamlessly to your heritage site and its community of caretakers. Your venue becomes an ongoing conservation project curated by those who love it the most. You can enhance this symmetry with calls to action urging visiting members of the public to join these makers and play their own part in safeguarding the future of a place.



Castle welcome sign and gates (Photos: All Creative)



## 5. How can you help people to find their way, while getting lost in the experience?

We used detailed signposts and maps to create a coherent visitor path throughout the site. We then overlaid this with creative storytelling, propped up by various visual and interactive design features. The idea is that the visitor can clearly find their way around, but at the same time discover the grounds in new and captivating ways. There are loose themes and styles that bring together touchpoints of our interpretation, but each guest is free to experience these in slightly different ways.

This isn't simply a nice place to visit. It's a wonderland filled with intriguing stories around every corner; whether that's a wheelbarrow carrying an ice sculpture, a meandering woodland trail or a face in the mirror from a long-forgotten past.

To achieve this effect, you need to curate a visitor experience that appears as an organic, moving process. The test is to mould a journey that fires up the imagination and offers a range of different perspectives (depending on where you go and what you uncover). That way, guests are left with questions as well as answers; you give them a reason to return. There is always more for the visitor to see, different layers to uncover, new memories to be made.

A powerful sense of place lingers, too. Our interpretation at Hillsborough highlights the estate as a living, breathing project that guests can be part of, and help to evolve. The experience then harnesses a passion and participation in the project that will ensure its legacy for years to come.

*Beverley Law is the founder and managing director of All Creative, a brand design agency with experience in the heritage sector. She can be contacted at: [beverley@allcreativebranding.com](mailto:beverley@allcreativebranding.com).*



Interactive wall interpreting the 18th century Pineapple House (Photo: All Creative)



## Horizon 2020 – open calls

**The EU Research and Innovation Programme Horizon 2020 has open calls for cultural heritage. Could there be funding for a project for you?**

Horizon 2020 has been the biggest ever EU research and innovation funding programme with nearly €80 billion available since 2014. It comes to a close next year and there are currently several open calls in one of the last funding rounds.

The calls cover several areas of culture, cultural heritage and the creative sector. Why not take a look and see if one of your projects could fit the criteria for funding, or make connections with other IE colleagues and form a team to apply?

The calls have two different deadlines, both in March 2020:

### Deadline 13 March 2018

- Curation of digital assets and advanced digitization
- Inclusive and sustainable growth through cultural and creative industries and the arts
- Social platform on endangered cultural heritage and on illicit trafficking of cultural goods

### Deadline 14 March 2019

- Collaborative approaches to cultural heritage for social cohesion
- Digitization, Digital Single Market and European culture: new challenges for creativity, intellectual property rights and copyright
- Innovative approaches to urban and regional development through cultural tourism
- The societal value of culture and the impact of cultural policies in Europe

This page from the Association of European Cinémathèques (ACE) provides a nice easy summary of the open calls with individual links for each category:  
<https://www.ace-film.eu/horizon-2020-open-calls-related-culture-cultural-heritage/>

Find out more about Horizon 2020 here:

<https://ec.europa.eu/programmes/horizon2020/en/what-horizon-2020>

and the European Commission's Horizon 2020 online manual has more information on how to find calls for funding and how to apply:

[https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm)

Good luck!



## EU funding programme for museums

**The Network of European Museum Organisations (NEMO) has published a report and recommendations on museums' participation in EU funding programmes.**

In order to better understand the needs of the museum sector, NEMO has published an analysis of the museums' participation in the centralised EU funding programmes from 2014-2018, that provides detailed data on national and European level about the current funding usage.

Based on the findings, NEMO offers recommendations to EU policy makers on the one hand, and to national museum organisations and museums on the other hand, to help museums better access EU funding opportunities.

- The report shows that only a fraction of museums benefit from the EU funding opportunities and demonstrates a geographical funding imbalance across Europe.
- The report also confirms that training and mobility activities are the most used formats, which confirms a great need for capacity building opportunities for museums at European level.
- Only 6% of the Creative Europe budget (culture strand) is used by museums participating in projects. For the Erasmus+, Horizon 2020 and Europe for Citizens programmes, this percentage is less than 1%.

NEMO believes that the following policy goals should guide European decision-making on investment in the museums sector:

1. ensure that European museums are able to play their full part in delivering European priorities, including growth, integration, social impact, skills, jobs and research,
2. ensure that museums are better equipped to bid for and carry out EU funded projects,
3. facilitate better access for micro-organisations to European cultural funding programmes,
4. improve the training and mobility opportunities of the museum workforce through targeted actions at European level.

The full report can be downloaded here:

[https://www.ne-mo.org/fileadmin/Dateien/public/NEMo\\_documents/NEMO\\_EU\\_funding\\_and\\_Museums\\_report.pdf](https://www.ne-mo.org/fileadmin/Dateien/public/NEMo_documents/NEMO_EU_funding_and_Museums_report.pdf)

and the recommendations summary here:

[https://www.ne-mo.org/fileadmin/Dateien/public/NEMo\\_documents/EU\\_Funding\\_for\\_Museums\\_Report\\_Findings\\_and\\_Recommendations.pdf](https://www.ne-mo.org/fileadmin/Dateien/public/NEMo_documents/EU_Funding_for_Museums_Report_Findings_and_Recommendations.pdf)

*Lorena Aldana is the Outreach Officer for EUROPA NOSTRA – the voice of cultural heritage in Europe (www.europanostra.org). This announcement from NEMO was received from Europa Nostra as part of dissemination through the European Heritage Alliance 3.3.*

# IE announcements

## IE Management

### Interpret Europe celebrates its 1,000th member

**We are happy to welcome Ols Lafe from Albania as the 1,000th member of our network.**

Ols is a classical archaeologist with a strong interest in cultural heritage management. He currently leads a cultural heritage centre at Durres University and he is actively involved in heritage and tourism projects. He joined Interpret Europe to be in touch with a larger community of heritage experts and share thoughts of common interest.

For Interpret Europe this is a big milestone on our way to grow a membership that supports, and that is supported by, the association and to become a perceptible player in Europe. Therefore, we decided to give Ols free access to our IE Conference 2020 in Haapsalu, Estonia. Welcome again, Ols!

## Sandy Colvine (France)

### RIP Philippe Laugrand

**It is with great sadness that we inform you of the passing of one of our French members, Philippe Laugrand.**

Philippe joined IE in 2016 and became a Certified Interpretive Guide (CIG), capitalising on a wealth of experience both in France and far-flung destinations that gave him a rich, multi-layered and inspired, yet relaxed, approach to the guided visits he organised more lately in his region of Saintonge, in Western France. His kind smile and gentle sense of humour accompanied by his remarkable singing abilities made him a highly creative and engaging person to discover heritage and culture with. We offer our sincere condolences to his family.





## Welcome to our new members

### Corporate members

Actionbound, Germany  
Creative Consulting Balkans, Serbia

### Professional members

Tomasz Adamski, Poland  
Carina Eriksson, Sweden  
Andreas Hase, Germany  
Emilia Janeczko, Poland  
Rachel Ketz, USA  
Paolo Masala, Italy

Emil Nilzon, Sweden  
Cristiano Pignataro, Italy  
Annemarie Pothaar, Netherlands  
Danijela Resetar, Croatia  
Irena Romanovska, Latvia  
Giovanna Tosetto, Italy

### Individual members

Elizabeta Alkovic, Croatia  
Kristina Andersson, Sweden  
Viacheslav Areshchenko, Ukraine  
Anders Arnell, Sweden  
Csaba Árpádházy-Godó, Hungary  
Laila Asterhag, Sweden  
Zsuzsa Berecz, Hungary  
Marta Blaević, Croatia  
Yannick Bucher, Switzerland  
Ana Čimin, Croatia  
Tihomor Elimorski, Croatia  
Tomislav Embreuš, Croatia  
Metta Fegraeus Sparre, Sweden  
Ivanka Ferenčić Martinčić, Croatia  
Mária Filková, Slovakia  
Ola Fransson, Sweden  
Dennis Gladner, Germany  
Ole Jonny Grongan, Norway  
Ksenija Grudić-Kukavica, Croatia  
Vesna Jelusic Nemet, Croatia  
Ksenija Jug, Croatia  
Lisa Kindahl, Sweden  
Markus Klek, Germany  
Leo Filip Kobačić, Croatia  
Dezso Kovacs, Hungary  
Gabriella Kovács, Hungary  
Siegfried Kristoefl, Austria  
Lajos Lakner, Hungary  
Frank Robert Lund, Norway  
Thomas Magnusson, Sweden  
Anna Malmberg, Sweden

Daniela Meisina, Italy  
Soňa Mikulášová, Slovakia  
Zsófia Mlakár, Hungary  
Lotta Möller, Sweden  
Zsuzsa Nagy-Sándor, Hungary  
Anna Nemcová, Slovakia  
Beatrix Németh, Hungary  
Martina Nettekoven, Germany  
Åsa Norrman, Sweden  
Agneta Olsson, Sweden  
Réka Patkós, Hungary  
Zora Pauliniova, Slovakia  
Enikő Piller, Hungary  
Andrea Pisac Freškura, Croatia  
Zoe Prosser, UK  
Josipa Rasinec, Croatia  
Sanja Rupiće, Croatia  
Emma Sandler Berlin, Sweden  
Kristina Schreier, Germany  
Charlotte Sörman, Sweden  
Mara Sugni, Italy  
Barbora Šumská, Slovakia  
Erika Szmoradné Tóth, Hungary  
Gabriella T. Németh, Hungary  
Samuel Udeh, Nigeria  
Petra Večenaj Ivičnjak, Croatia  
Dunja Vuković, Croatia  
Viola Marla Wiggering, Germany  
Norbert Wilbs, Germany  
Adél Záhorszki, Hungary  
Masa Zamljacanec, 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!**

## Welcome to our new coordinators



### Country Coordinator Bosnia and Herzegovina - Aida Vežić

After finishing at the Faculty of Economics, I immersed myself in developing and managing civil society organisations. My guiding principle is the notion that every individual is responsible for creating the society s/he wants to live in and for developing systems that ensure fairness and equality. Areas in which I was supporting organisational development are higher education, informal learning, human rights, reconciliation, art and culture, heritage and museums. I was born and now live in Sarajevo which is the source of so many historical layers that ask to be discovered through stories and heritage interpretation. I fall in love with my city anew every time I have guests, seeing it for the first time through the eyes of visitors, so do come and visit!



### Country Coordinator Croatia – Manuela Hrvatin

As far back as I remember, I have been intrigued by storytelling, searching for curious tales and peculiarities from my surroundings and finding ways to present them. It's no surprise that a big part of my professional career is closely related to heritage interpretation. I have a vast experience in managing creative projects that bring heritage closer to people. My big passion is heritage interpretation in the field of cultural tourism where I've worked as a content creator, and project and team manager. I am one of the first of Interpret Europe's certified interpretive guides in Croatia and I find that education related to heritage interpretation is one of the top priorities of all the destinations that aim for sustainable tourism development. Some of my personal goals include implementation of skills related to heritage interpretation as educational standards and creating a support network for projects and organisations connected to heritage interpretation in my home country and beyond.



### Country Coordinator Czech Republic – Barbora Dvořáková

I graduated in environmental science at Charles University in Prague. During my studies, I worked for an NGO focused on environmental education and developed my passion for new approaches and methods in education. I was lucky to attend several scholarships and training events abroad, including one year in educational institutions in the UK. This included Bristol Zoo, which is one of the most exciting places ever, especially when playing with a lonely lemur is part of your job! That was also when my 'interpretation journey' began as I was really inspired by heritage interpretation in the UK. In my job in the Centre for Modern Education (a Czech-based educational company) I was responsible for managing educational projects with key partners and big European projects. I created e-learning, educational games, materials and exhibitions that inspired thousands of people (including the educational content for an award-winning exhibition The story of Planet Earth in the Czech National Museum). Currently I am working partly as the local coordinator of the international Ecoschool project and as a freelancer in the field of interpretation. Despite being Czech, I do not like beer, but I love good wine and coffee (and I am very excited about Brno's great coffee scene!). I am very excited to be part of the IE country coordinators team as I feel there is so much work to be done in our country. As Terry Pratchett said: "People think that stories are shaped by people. In fact, it's the other way around."



### **Country Coordinator Latvia – Baiba Baika**

I have guided tours since I was a young university student of Geography in early 1990's. First in the Soviet Union, from St Petersburg to Kamchatka, from Karelia to the South of Ukraine, including the Soviet Islamic states as Kyrgyzstan, Kazakhstan and Uzbekistan. Later after the breakdown of the Soviet Union I was a self-employed tour guide around Latvia. I also worked as a European education project manager and a teacher to adults. As the project manager I used to develop training programmes for cultural tourism and heritage professionals. In 2011 I set up an NGO called 'Centre for research of Vidzeme region cultural and historical heritage' in order to study and promote the heritage of Vidzeme region in Latvia. Since then I've been an independent researcher. I want to combine my academic knowledge and professional experience with those of my peers in order to create the heritage interpretation system in Latvia that leads to the international recognition of the heritage of the Balts.

**Read more about all of our coordinators and support staff here:**

#### **Country coordinators:**

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

#### **Subject coordinators:**

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

#### **Managing coordinators:**

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

#### **Office support staff:**

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

We also thank Alexander Colvine (France), Patrick Lehnies (Germany), Dragana Lucija Ratković Aydemir (Croatia) and Jelena Močević (Bosnia and Herzegovina) who left their positions as coordinators in order to join the Supervisory Committee.



## IE Conference 2020: Call for papers

Heritage lives through the people dedicated to it. What role could such communities play in interpreting natural and cultural heritage?



## Stronger together: Fostering heritage communities

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

'Fostering heritage communities' is the theme of our next Interpret Europe Conference from 8-11 May 2020 in Haapsalu, Estonia.

**Heritage interpretation supports visitors of heritage sites as well as local people in their search for meaning in heritage.**

While many parks, monuments and museums might agree that a lively heritage community is invaluable for their site, they often feel challenged by debates with local people and by engaging with volunteers in interpretation, who all bring their own issues and opinions to the site.

Our conference intends to bridge that gap between abstract concepts, such as participation and citizenship building, and the very practical need to 'get things done'. It seeks to explain the ideas behind contemporary approaches to heritage interpretation and to exchange experiences of practitioners about how to bring the theory to earth.

Considering the political background, the conference especially intends to bring two European conventions to life: the Faro Convention and the Florence Convention.

### **Heritage communities**

**"A heritage community consists of people who value specific aspects of cultural heritage which they wish, within the framework of public action, to sustain and transmit to future generations" (Faro Convention, Article 2b).**

Heritage communities are a cornerstone of the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society (Faro Convention). The preamble of this outstanding Convention highlights "the need to put people and human values at the centre of an enlarged and cross-disciplinary concept of cultural heritage" and "to involve everyone in society in the ongoing process of defining and managing cultural heritage". The Convention asks us to "encourage everyone to participate in the process of [...] interpretation" (Article 12a) and to enhance "respect for diversity of interpretations" (Article 7a).

In the Faro Convention's wider understanding, cultural heritage "includes all aspects of the environment resulting from the interaction between people and places through time" (Article 2).

### **Landscape**

**"'Landscape' means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (Florence Convention, Article 1a).**

In terms of open landscapes, the Council of Europe's European Landscape Convention (Florence Convention) mirrors many of the aspects mentioned in the Faro Convention. It defines a landscape as a "basic component of the European natural and cultural heritage, contributing to human well-being and consolidation of the European identity" (Preamble). It expresses the need to "increase awareness among the civil society, private organisations, and public authorities of the value of landscapes" (Article 6A) and it claims "participation of the general public, local and regional authorities, and other parties with an interest in the definition and implementation of the landscape policies" (Article 5c).

### **Questions**

What does all of this mean for heritage interpretation? In relation to the conference title, 'Fostering heritage communities', we invite proposals for presentations and interactive workshops that particularly address one or more of the following questions:

- What turns the living experience of heritage into a process fostering active citizenship?
- How can we involve favourable as well as critical stakeholders with heritage communities?
- How can we encourage people to reflect upon heritage sites from different perspectives?
- How can co-creation of interpretation help people to understand heritage?
- What role do acknowledged experts play if other stakeholders start to interpret heritage?
- Can anybody be an interpreter?
- What triggers engagement and boosts a sense of fulfillment for volunteer interpreters?
- Considering a shift of paradigms, what new qualities does interpretive training need to have?
- Are values of heritage defined by communities, or do communities enhance the value of heritage?
- How do the Conventions' concepts of heritage and heritage communities compare to current theories of heritage interpretation, and what conclusions can we draw from that?

Apart from dealing with these questions, we also welcome presentations and workshops that focus on the theory and practice of heritage interpretation as a discipline. Besides theoretical essays, descriptions of remarkable case studies or good practice also fulfil the requirements.

### **Format**

Interpret Europe conferences attract up to 200 attendees from as many as 40 countries. Besides four keynote addresses in the plenary, 60-80 workshops and presentations are run in parallel, in different strands. The call refers to these parallel sessions.

Presentations can be 25 or 55 minutes long including ten minutes for exchange of views. We generally recommend keeping presentations as short and as inspiring as possible. Workshops can be 55 or 85 minutes long and need to be differentiated by ensuring the active involvement of the participants.

### **Selection**

A dedicated Review Team will consider all paper abstracts and decide whether they are a sufficient basis for a workshop or presentation.

### **Submissions**

Please submit an abstract of your presentation or interactive workshop by 1 February 2020 using the template on [www.interpreteuropeconference.net/call-for-papers](http://www.interpreteuropeconference.net/call-for-papers). You will find all information about requirements for this abstract there.

### **Proceedings**

Conference proceedings will be published on the IE website from the day that the conference begins. They will have their own ISBN and include all full papers received by 15 April 2020.

Delivering a full paper is not mandatory for giving a presentation or workshop. Either can also be based on the paper abstract. Paper abstracts are published as part of the proceedings.

### **Contact**

Our IE Conference 'Fostering heritage communities' will be organised by our institutional member SALM, the Foundation of Haapsalu and Läänemaa Museums.

If you have any questions, please contact Conference Manager, Karin Mägi from SALM: [karin.magi@interpreteuropeconference.net](mailto:karin.magi@interpreteuropeconference.net).

### **Important dates**

- 1 January: Registration opens
- 1 February: Deadline to submit abstracts of papers
- 15 February: Authors received feedback about their paper abstracts
- 15 March: Abstracts of papers will be online
- 15 March: Deadline for authors to have registered and paid the conference fee
- 15 April: Deadline to submit full papers (full papers are not mandatory)
- 8 May: Full papers and paper abstracts published in online proceedings

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



## IE Conference 2021: Call for organising partner

**Would you like to organise the IE Conference 2021 in your country? We are looking forward to receiving your proposal.**

IE conferences help to grow our network and to increase the acknowledgement of quality heritage interpretation, not only at European but also at regional level. They emphasise the significant roles that natural and cultural, intangible and sensitive heritage play for the ability of people and communities to interpret the past in a way to better manage the future. They bring renowned speakers and professionals from all around the world to your place and help you to get recognised. Last, but not least, they offer an outstanding forum on heritage and interpretation to get into personal exchange and to find partners and friends. At IE conferences, attendees feel the heartbeat of the network and experience the great potential that heritage interpretation has to offer.

IE conferences come to life through a well-balanced combination of keynote addresses, presentations and workshops. They include a 'Market of ideas', side events, and especially a broad range of study visits to renowned and local heritage sites where interpretation practice can be experienced and discussed.

An organising partner for an IE conference should be an experienced corporate or organisation member. Based on a written agreement, it takes responsibility for the organisation of the event from its first announcement until its closing. The organising partner appoints a responsible Conference Manager who must have all required competences and capacities, and who works in close exchange with the IE Conference Coordinator and their team.

Tasks and responsibilities will be clearly divided between IE and the organising partner. IE takes responsibility for the content, including the selection of keynote speakers, the conference theme and strands for the parallel sessions, the review of the papers, and the preparation of the conference proceedings. The organising partner suggests appropriate study visit sites that support the conference theme and staff that meet the expectations of the attendees. It also takes responsibility for the registration and financial management and seeks for financial support of the conference. All gains and losses accrue to and are borne by the organising partner, based on a budget plan discussed and agreed with IE.

The IE Conference 2021 should be announced in May 2020. It should take place in spring 2021, and the minimum preparation time needed from the moment when the venue has been agreed to the actual event is about eight months.

Organisations interested in bidding to be organising partner of the IE Conference 2021 should submit a draft event proposal briefly explaining:

- Capacity and suitability of the potential organising partner for delivering the event
- Description of the potential of the country towards specific themes
- Ideas how the event could help to grow the IE network and foster the reputation of interpretation
- Description of possible venues and their suitability for the successful delivery of the conference
- Proposals for dates for the event
- Proposals for study visit sites to be reached by bus in up to two hours
- Accessibility of the venue by train, plane or car
- Ideas for local partners and potential sponsors
- Suggestions for pre- and post-conference tours in the host country or in neighbouring countries

Please submit your proposal (no more than about two pages) by 31 December to [bettina.lehnes@interpret-europe.net](mailto:bettina.lehnes@interpret-europe.net).

## Opportunities to support IE

**Do you have skills that we need? And some spare time to give to become a bigger part of IE? Don't hesitate to apply for these positions!**

In the case of office support positions, we would like to turn our volunteer office work into paid work as soon as we achieve sufficient income from membership fees. However, this should not be your main reason for joining the team. Since we intend to keep membership fees low, it may take another two or three years until we get there. 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.

### Webinar Officer

Can you inspire others and are you a good organiser? As our webinar manager, you will:

- 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 (planned dates, presenters, titles and short introductory descriptions)
- promote the webinars through IE communication channels (Facebook, newsletters), 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 run one webinar per month. Occasionally, country coordinators or trainers might need technical assistance for their internal webinar sessions. The estimated workload is 10 hours per month.

Contact: Helena Vičič, Office Manager at [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

### Website Officer

Are you skilled in working with websites and enjoy creating their content? IE Website officer will:

- supervise all activities on the website
- upload and edit content on our website
- suggest improvements to the existing content
- liaise with the News Team for proofreading
- send newsletters and newsmails to members

The estimated workload is 10 hours per month.

Contact: Helena Vičič, Office Manager at [helena.vicic@interpret-europe.net](mailto:helena.vicic@interpret-europe.net).

### Tourism Team seeks support

The tourism team is looking for enthusiastic people that have an interest in tourism to help implement our stakeholders strategy. Could your friendly face be the one to help encourage new members and build up new connections with other tourism professionals and key players? We will stay tuned for tourism calls for papers and events and actively participate in them as a great chance to keep up with the tourism sector and heritage interpretation.

If you have just a couple of hours to spare per month and a passion for tourism and heritage interpretation, then why not become part of the tourism team and help raise the profile of IE across Europe?

Contact: Nuria Mohedano, Tourism Coordinator at [nuria.mohedano@interpret-europe.net](mailto:nuria.mohedano@interpret-europe.net).

### **Click, like, share – our Social Media team is looking for you!**

Are you keen in developing and posting social media content?

We are currently active on Facebook, LinkedIn and Twitter and we are developing content for our YouTube channel and Wikipedia articles. We need someone who knows their way with YouTube or Wikipedia 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 and Wikipedia audience – we would love to hear from you.

Contact: Iva Klaric Vujovic, Social Media Coordinator at  
iva.klaric.vujovic@interpret-europe.net.

### **Our newsletters need you!**

The News Team is looking for members to help provide exciting content for our quarterly newsletter.

#### **Could you be a story searcher?**

Either in your geographic region or a subject area of interest to you, could you help to gather stories that might be of interest to other members? We particularly want to know about:

- News from cultural and natural fields
- New developments in heritage interpretation
- Reviews of events

#### **Are you great at finding funding?**

If you regularly search for EU funding opportunities and would be willing to share any opportunities you find with other members, please let us know. We're looking for someone to add opportunities to the funding section of the newsletter.

#### **How's your English?**

If you're a native speaker with a good grasp of grammar and have some spare time each month, would you like to help with proofreading? We need some support proofing articles, newsmails, website content etc to support our members for whom English is a second (or third, or even fourth!) language.

If you can help with any of the above, or have any other suggestions for what you would like to see in your newsletter, please get in touch!

Contact: Marie Banks, News Coordinator at marie.banks@interpret-europe.net.



## Upcoming change in the Management

In early September, at our first formal Supervisory Committee (SC) meeting with the Management after the Sarajevo Conference, Markus Blank informed us of his decision to stand down as Managing Director. While we all deeply regretted this news, we could also fully appreciate Markus' reasons: a growing family and, at the same time, greater responsibilities in his full-time job at the Gesäuse National Park.

Markus and Thorsten proposed that Helena Vičič could succeed Markus as the new Managing Director. Helena is currently IE's Office Manager and perfectly familiar with IE's business, as well as being well-known and well-liked among the membership. We all agreed that Helena would be an ideal candidate. Helena subsequently confirmed her readiness to take on the responsibility of Director and legal representative for the association.

Markus will continue to serve until the end of 2019. Helena's official appointment will take place at our next formal SC meeting in December, so that the change can take effect on 1 January 2020. At present, Helena is getting familiar with her new responsibilities to assure a smooth transition by the turn of the year.

We want to express our gratefulness to both; Markus for all he has done and is still doing for Interpret Europe, and Helena for her willingness to step in, embracing a big task.



# Further announcements

News Team

## Upcoming events in Europe

23-26/10/2019

**Culture Action Europe: Conference on cultural practices in non-urban territories**

Konstanz-Kreuzlingen (Germany)

<https://www.cae-bto.org/culture-crops-program>

24-26/10/2019

**ECTN Conference for Cultural Tourism in Europe**

Granada (Spain)

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

26-29/10/2019

**Europeana Conference: Connect communities**

Lisbon (Portugal)

[https://pro.europeana.eu/page/europeana-2019?utm\\_source=EuropeanHeritageAlliance](https://pro.europeana.eu/page/europeana-2019?utm_source=EuropeanHeritageAlliance)

27-31/10/2019

**Europa Nostra: European Cultural Heritage Summit**

Paris (France)

<https://www.europanostra.org/european-heritage-summit/>

07-10/11/2019

**NEMO's 27th Annual Conference**

Tartu (Estonia)

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

04-06/11/2019

**Cultural Heritage and New Technologies conference, Digital archaeology of large urban and underground infrastructures**

Vienna (Austria)

<https://www.chnt.at/chnt-24-2019/>

20-22/11/2019

**Exponatec: International trade fair for museums, conservation and heritage**

Cologne (Germany)

<https://www.exponatec.com/>

06-08/04/2020

**HTHI Conference: Living heritage and sustainable tourism**

Mendrisio (Switzerland)

<https://heritagetourismhospitality.org/>

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)

18-22/08/2020

**World Conference of the International Federation for Public History**

Berlin (Germany)

<https://www.ifph2020.org/>

## **Upcoming events outside Europe**

16-18/10/2019

**Interpretation Australia Conference: Sustainable stories**

Melbourne (Australia)

<https://interpretationaustralia.asn.au/event/ia-2019-conference-melbourne/>

12-16/11/2019

**Conference of the National Association for Interpretation (USA)**

Denver (USA)

[https://www.interpnet.com/NAI/interp/Events/NAI\\_National\\_Workshop/nai/\\_events/NAI\\_National\\_Workshop.aspx?hkey=881321c0-ef64-4783-84bb-67a3edcc12e3](https://www.interpnet.com/NAI/interp/Events/NAI_National_Workshop/nai/_events/NAI_National_Workshop.aspx?hkey=881321c0-ef64-4783-84bb-67a3edcc12e3)



# And finally...

## News Team

Thank you for your contributions.

Your IE News Team hopes you stay warm and dry this autumn!

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 for the winter edition: **Friday 29 November 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.

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**interpret europe**

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