



# Newsletter

Spring 2014

## Interpret Europe and the lure of Croatia

Bookings are coming in fast for IE's 2014 annual conference in Primošten on Croatia's Dalmatian coast but there are still some places left for more delegates.

On IE's website, you'll find all the details of the four-day gathering, including inspiring study visits and exciting post-conference trips.

### **We are very happy to announce this years keynote speakers:**

**Dr. Gianna Moscardo**

from the **School of Business at James Cook University, Australia**

**There's no such thing as sustainable tourism -  
but is there tourism interpretation for sustainability?**

**Dr. Darko Babi**

from the **University of Zagreb, Croatia:**

**History will teach us nothing, or? -**

**On eco-museology, interpretation and sustainability**

**Marjeta Kerši Svetel**

from the **School of Higher Education in Sustainable Tourism ERUDIO:**

**The other face of tourism: meaningful experiences,  
discovery and respect**



The detailed programme of keynote speakers, talks and workshops will be published soon.

The conference is also a great opportunity for interpretation businesses to take space and support the conference – sponsorship will also be welcome. Many small amounts can create a great experience.

**Come to Croatia for another of IE's memorable event!**

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

## Membership fees 2014

In April/May we will collect your membership fee for 2014. Those of you who submitted a SEPA mandate will be debited in early May.

### SCNI – Conception and birth

by Sven Hultman

This is my story, my interpretation, of how SCNI<sup>1</sup> was conceived and born. As with any other story, it could be told in many ways. I have chosen to focus on three persons who, in my opinion, were instrumental in the process. In addition to that, the time must be right. And that is where my story begins.

After the Rio conference in 1992<sup>2</sup>, the term 'biodiversity' started spreading around the world. Many had, long before that, recognized the sad state of affairs of the (our!) environment – a fast extinction of species was (is) one of the big problems. The Convention on Biological Diversity gave badly needed ammunition to the conservation movement. During the 90s, a tsunami of money and activities for conservation rolled over Sweden. The flood largely swept away the limited work that was being done concerning outdoor recreation and interpretation.

Towards the end of the 90s, it gradually became clear that the environmental problems were not caused by the environment – but (surprise!) by people and society. Now Man was introduced again as an important aspect of conservation work. In the mid 70s, I had started writing and talking about the need for a 'national center for nature interpretation'.

This was finally taken seriously in 2004 when I brought it up again.

Two other people were important in this process. One was Per Wallsten, today the manager of Tyresta National Park ([www.tyresta.se](http://www.tyresta.se)) located just south of Stockholm. For some years I have been mentor to Per during his doctoral studies at the Swedish University of Agricultural Sciences. During those years he had been heavily infested with my ramblings about 'interpretation'. By 2004, Per had moved on to a position as head of a section in the Swedish Environmental Protection Agency (SEPA) which was much involved in interpretation. To further the development of interpretation SEPA asked me to write a paper about the state of affairs relating to interpretation in Sweden and my suggestions for improvements. Among those was a national centre for interpretation.

The third important person was Björn Risinger who was, and is, a sharp decision maker. Björn was then head of the sector within SEPA where Per was working. I will never forget the meeting when I presented my suggestions to a decision group and Björn said, in my words: "The idea of a centre is great. We shall start a centre with four people, and a good enough budget."

During my 30-year-long struggle, I did run into many other people who were much involved in, and did great work with, interpretation. Their efforts were also very important to prepare the ground. I could, but will not now, give any names.

Was it as simple as that: my idea, thirty years of nagging, a good friend who had been influenced by my nagging, a far-sighted decision maker – plus the fact that the time was ripe and right?

<sup>1</sup> SCNI:  
Swedish Centre for Nature Interpretation

<sup>2</sup> United Nations Conference on  
Environment and Development  
(UNCED)

Could this process be repeated in other countries?

Are there lessons to be learned?

Some of those lessons are simple: it takes people with strong will and stubbornness, it takes time, and the time has to be right.

I had all the arguments from the very beginning. But either I did not manage to get them across to the right people, or other issues were just so much stronger. Judge for yourself!

Finally: again I must emphasize that this is *my* history.

It would (will?) be very interesting to hear the story told by other people, from other vantage points. It might very well sound different. But arriving at the same end: a very successful SCNI! And that is, after all, what matters.

## SCNI: What it is, what it does

SCNI was established in 2007 by the Swedish Environmental Protection Agency (SEPA) and the Swedish University of Agricultural Sciences (SLU).

Its aim is to be a meeting place, a centre for development and a competence resource for all nature interpreters in Sweden. It should also assist SEPA in its work with interpretation. After the first two-and-a-half years, an evaluation was done. It showed that the goals had been more than fulfilled. Thus, a new and slightly revised agreement was made between SEPA and SLU.

SCNI employs four persons and has a basic financing by SEPA. Other kinds of funding can be obtained from various sources. In June 2013, SCNI was the national host for the world conference Sharing our natural and cultural heritage - Interpretation can make us citizens of the world. The conference was organised in cooperation with Interpret Europe and The National Association for Interpretation (NAI).

Contacts with the international community of interpreters is also important.

For three years, SCNI is fortunate in having professor Sam Ham from the University of Idaho, USA, as guest professor. His main focus during the stay in Sweden is to develop a strategy for research around interpretation. His latest book is being translated into Swedish.

[Read more about SCNI here](#)

## First interpretive plan in Sweden...

By Per Sonnvik

### ...in the context of protected area management

The first official interpretive plan in the context of protected area management has recently been produced in Sweden. It was written in the planning process of a new national park in southern Sweden: Åsnen. The Åsnen National Park constitutes old forests beside Lake Åsnen. In several places around the world there are tools for interpretive planning. In Sweden interpretation for protected areas has been planned for many years, but this is the first time planning has been done using methods for interpretive planning. The Swedish Centre for Nature Interpretation (SCNI) has facilitated the work as an assignment by the Swedish Environmental Protection Agency (SEPA).

Much of our thoughts about interpretive planning started on a study tour to Scotland when we came in contact with the interpretive plan 'The Spark in the Park' prepared for the Loch Lomond and the Trossachs National Park.



When choosing which interpretive planning model to use for Åsnen National Park, we selected the 5-M Model by Lisa Brochu as a base.

The five Ms are Management, Markets, Message, Mechanics and Media. According to the model the five Ms have to be taken into account at all four stages of an interpretive planning process: Information, Analysis, Options and Action. Contributions to SCNI's work with Åsnen work has also come from 'A Sense of Place' by James Carter and 'Thinking about Interpretation' by David Masters.

SCNI is very happy with the selected working model for the interpretive plan for Åsnen National Park. There was much focus in involving local stakeholders on different levels. A central theme and sub-themes were decided upon. Interpretation sites with focus on different sub-themes are suggested so as interpretive products for the sites based upon the sub-themes. SEPA will prepare an action plan based on the interpretive plan. The plan will be printed in Swedish but will include an English summary.

As a follow-up from the work with the interpretive plan, SCNI will now write a handbook on how to plan, conduct and evaluate interpretation and accessibility efforts. Focus will be on protected nature areas, such as national parks and nature reserves. The work with the handbook is also an assignment by SEPA.

There are also discussions in Sweden on how to combine interpretive plans with accessibility plans. In the work with the handbook we will try to use experiences from more countries than we have been looking at so far.

**Please let us know if you are acquainted with any interpretive planning method that we should know of.**

## The Role of Framing

by Thorsten Ludwig



# Real World Learning

The Real World Learning Network, an EU Comenius project introduced in the newsletter in summer 2013, recently came up with its first results.

The hand logo, and central model of the network, consists of five key areas of learning which are organised around frames. This is interesting because the idea of frames comes close to the idea of themes. Frames communicate values. When the cognitive linguist George Lakoff describes the idea of "framing reality to reveal a deep truth" (The Political Mind, 2008:170), this is reminiscent of Tilden's "interpretation is the revelation of a larger truth" (Interpreting Our Heritage, 2007:33).

In RWL, the central role of frames was inspired by 'The Common Cause', a project run by several British NGO's dealing with values in terms of sustainability.

Some interesting literature on that can be downloaded for free from <http://valuesandframes.org>



The RWL model will be presented at a conference on 6-8 November in the Lake District (UK). Information about this conference will be located on [www.rwlnetwork.org](http://www.rwlnetwork.org).

## News from Zavod Parnas, Slovenia

by Klara Debeljak



## Activities building the awareness of the intangible heritage, particularly the baking of 'poprtnik' bread

In this contribution, I would like to present some of our activities in the last year regarding the intangible heritage, particularly the tradition of baking poprtnik bread.

In Slovenia poprtnik' has been not only an important element of the Christmas rituals in the past (Christmas Eve, New Year's Eve and Ehipany) but it also continues to have a role in the present. Since 2013 the poprtnik baking has been included in the Slovenian register of intangible heritage and thus is recognized as an important part of Slovenian cultural heritage.



Because Zavod Parnas, an NGO working in a public interest in the field of cultural heritage, is located in the area where this tradition is especially alive, we felt it was important to take action to build awareness among the local and the wider community. In a strong collaboration with the local community representatives – volunteers, young professionals and heritage bearers – we co-developed the following actions.

### The exhibition

The exhibition took place in the Parnas Interpretation Centre in Rob on Sunday 5 January. On this day poprtnik is traditionally baked in this area. The exhibition showed the diversity of ways, poprtnik and its ornaments are made. However, with the event, we tried to be as multi-dimensional as

possible. There was an accompanying photo and archive documentation exhibition, the projection of our new film about poprtnik, a 'try to do your own ornaments' corner and also coffee and tea on offer which emphasized the social dimension of the exhibition.

The volunteers, from the Parnas study group, provided visitors firsthand with information about the exhibition and local traditions.



## Networking through projects

## News from Bulgaria

by Margarita Kaisheva

We have been invited by the Deputy Minister of the Ministry of Economy and Tourism of Bulgaria to be part of the panel of the Ministry at the International Tourism Fair on Cultural Tourism, which will be held in the ancient capital of the country, Veliko Turnovo. We will give a presentation on our Leonardo project HeriQ.

Margarita Kaisheva

Chairperson of the Bulgarian Centre for Heritage Interpretation

## Develop and test informal environmental education modules in Hungary

by Arpad Boczen

## Develop and test informal environmental education modules in Hungary

The methodology of heritage interpretation is to date little known in Hungary. Informal educational tools are also rarely used both in the academic educational field as well as in applied heritage management. A main reason for this is the lack of practice-based training possibilities and the lack of structured knowledge in the national language.



In January, the Association of Cultural Heritage Managers (ACHEM) and KON-TIKI – Interpretive consultation, training and evaluation started to carry out a 20-months educational program in natural and cultural heritage interpretation in Hungary. They intend to achieve two goals – firstly, to popularize the interpretive approach among professionals dealing with natural and cultural heritage. Secondly, the program will involve academic partners in curricula development on heritage interpretation. After the finish of the project these partners will take on the education module in their institutions.

Kick-off meeting of the project team in Lüneburg, January 2014:

Lars Wohlers  
Romana Köstler  
Piroska Varga  
Marie Gauerke  
Antonia Imre  
Arpad Boczen

In the first year (2014) two trial courses will be organized as part of the project for 20-25 participants from each target group. Both will be held in English, by internationally recognized scholars and experts, members of Interpret Europe (Dr. Lars Wohlers – GE, Matthew Jones – GB). During the courses, small interpretive projects will be developed by the participants, which can be directly applied in their work afterwards. The result of the program will be published of the first Hungarian handbook on heritage interpretation. This publication will also improve the skills and the understanding of professionals, opening new horizons and opportunities for development in presentation of natural and cultural heritage. Last, but not least, ACHEM aims to build and stimulate a professional community, which will persist as platform for sharing knowledge and ideas during and after the program. To facilitate this process ACHEM will develop a web platform.



Kulturális Örökség Menedzserek Egyesülete  
Association of Cultural Heritage Managers

### About ACHEM

The Association of Cultural Heritage Managers was founded in 2012 by young professionals active in the fields of cultural and natural heritage

management across Hungary. Our background varies from archaeology, architecture, history and art history to ethnography, education, law, economics, pedagogy and landscape architecture. The aim of the association is to build a platform for professionals of different areas involved in heritage management and preservation in Hungary, giving them opportunity not only to learn from each other and work with each other but supporting this process with vast international network and expertise. [www.heritagemanager.hu](http://www.heritagemanager.hu)

### About KON-TIKI

KON-TIKI – Interpretive consultation, training and evaluation exists since 2006 and has specialized in developing and implementing experiences with visitors who come to interpretive sites. Our clients are protected areas, zoos,





The project is supported by Deutsche Bundesstiftung Umwelt (DBU – [dbu.de](http://dbu.de)). More information will be available on our website soon.

museums, theme parks, environmental organizations, historical sites etc. Our core competencies are interpretive planning, trainings and visitor studies. So far we have been working for more than half-a-dozen European countries all over the continent.

Referring to Thor Heyerdahl's famous expedition with the Kon-Tiki-raft in 1947, our vision is condensed from the following strengths: experience-oriented, powerfully-innovative, team-spirited, economical and imaginative with resources and, of course, based on scientific expertise. [www.kon-tiki.eu](http://www.kon-tiki.eu)

## Partner Search

### 2015 - The European year of Industrial Heritage

On 19 October 2013, the European Parliament agreed on the new Creative Europe Programme, which will replace the Culture Programme (2000-2013). With a budget of €1.46 billion over the next seven years, the new programme will provide a boost for the cultural and creative sectors, including heritage.

The European Federation of Associations of Industrial and Technical Heritage (E-FAITH) now has [a page where one can post a search for partnerships](#), for projects to start in or being carried out in 2015 which his European Industrial and Technical Heritage Year.

See also our [other pages on 2015](#) – click in the right column for details

## Events

### Interpretation Now

with James Carter and Susan Cross



#### Venue and dates

Plas Tan y Bwlch, the Snowdonia National Park study centre, Wales, UK.  
2 – 5 June 2014

#### Tutors

James Carter and Susan Cross, Fellows of the Association for Heritage Interpretation

#### Course Description

This course is a practical and stimulating introduction to interpretation planning. It will look at how interpretation can meet organisations' objectives as well as satisfying the demands of visitors in the 21st century.

#### Objectives

Help you make realistic, practical plans to interpret your site or collection.  
Understand what motivates visitors to heritage sites, and how interpretation can satisfy and interest them.  
Plan interpretation that meets your business and financial objectives.  
Look at the potential of new media and social networking, and at how they can be integrated with traditional techniques.

Discuss your needs with two of the UK's leading interpretation experts  
Explore the role of creative input to interpretation.

**Who is it for?**

Anyone responsible for interpreting natural and cultural heritage sites and who needs to guide the work of their organisation, other staff or contractors. This course will give you CPD credits, which you can use towards Full Membership of the Association for Heritage Interpretation.

Booking and more information

For further details and booking visit the [Plas Tan y Bwlch website](#).

For more information contact the tutors:

James Carter: [james@jamescarter.cc](mailto:james@jamescarter.cc)

Susan Cross: [susan@telltale.co.uk](mailto:susan@telltale.co.uk)

Interpret Europe  
conference 2014

**Heritage Interpretation and Tourism -  
Enhancing the tourist's experience and benefitting host communities**

Saturday 10 to Tuesday 13 May 2014 at Primošten, Croatia

[More information](#)

Two courses

*with John Veverka*

**Interpretive Master Planning**

29 April – 2 May 2014

**Creating New Audiences and keeping old ones coming back – Marketing  
for Interpretive/heritage sites and attractions.**

3 - 5 September 2014

For course registration and materials contact the course manager at

Plas Tan y Bwlch: [Beth.Cluer@eryri-npa.gov.uk](mailto:Beth.Cluer@eryri-npa.gov.uk)

Course Instructor: [jvainterp@aol.com](mailto:jvainterp@aol.com)

AHI conference 2014  
24th to 26th September 2014

Save the dates: 24th to 26th September

Prices are being held at 2013 rates

Join AHI this year in Manchester for its annual conference to be held at the four-star Park Inn Hotel in the heart of the city. Over three days, we will be exploring the art of communicating emotions and challenging subjects, especially poignant with the commemoration of World War One. We will hear from leading industry experts and the conference will include a mixture of workshops, talks, a series of site visits and plenty of opportunities for networking with fellow professionals. Full details will be available soon.

Why not get involved? If you would like to present a paper or are interested in advertising opportunities please contact [Ruth.conference@ahi.org.uk](mailto:Ruth.conference@ahi.org.uk).





Culture

With the support of the Culture programme of the European Union

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Do you want to share your projects, experiences, thoughts or adventures with other interpreters? Send us a short report and some photos to [newsletter@interpret-europe.net](mailto:newsletter@interpret-europe.net) and we'll put it in the next newsletter.

**Deadline for contributions for our next newsletter:  
Monday 23 June 2014**

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