

Newsletter

Winter 2024-25



Contents

Editorial	3
Thoughts	
Can AI enhance the museum visitor experience?	4
IE activities	
We need allies and there are allies	6
Europe invests in Interpret Europe!	8
Two in one: Hands-on workshop for interpreting world heritage	10
Training	
Training team changes	11
Interpreting Kuterevo: A village of living heritage	12
A heritage with moustaches	13
Let's continue to inspire through impactful interpretation!	15
Congratulations to our newly certified members	16
Upcoming courses and webinars	17
What's going on elsewhere?	
Culture makes us healthier	18
The cultural and spiritual significance of nature	19
Funding	
Creative Europe Programme	20
IE announcements	
Welcome to our new members	21
Heroes, anti-heroes and villains	23
Further announcements	
Upcoming events	25
And finally...	26

Dear members,

The start of a new year is the time for reflection and also planning for what the next year will bring. Maybe some of you are still cosy under snow or beside the fire whilst contemplating what you will do this year. We are looking forward to a busy and exciting period ahead for IE. This newsletter edition brings you some of the latest news and a variety of activities.

Don't miss out our next conference #iecon25 in Poland in April! We are excited to have our engaging keynotes confirmed from prominent institutions such as ICOMOS and Council of Europe, as well as a special guest flying in to share some heroic conservation stories with us. Our local partners have been working hard to book some fantastic themed study visits for you to enjoy the IE signature blend of socialising and interpreting together. Find out more about the places we'll visit in the article later in this issue. We are also very satisfied with the number of 40 received abstracts, many dealing with heroes and villains to tie in with our main theme. Why not start thinking about our theme by reading about an AI Hero supporting human interpretation at a museum in Switzerland. Keep an eye on the dedicated conference website as more details unfold. If you are ready to register, we are ready to welcome you – just go straight to the website now!

www.interpreteuropeconference.net

Looking back at the end of last year, we have a lot to celebrate. We previously announced that IE had been successful in securing funding for two European projects and we are now excited to tell you more in this issue. The projects are called HI-People and Empaths. You can read more from our project manager, Sandy.

CHARTER, a blueprint development project for skills alliance in cultural heritage sector, has come to an end and was celebrated with a final conference. And our collaboration with UNESCO to deliver value-based heritage interpretation for staff at World Heritage Sites has continued to grow with several international training workshops delivered. You can read a report from Germany in this issue.

Due to new dynamics, there were changes in coordinators to tell you about and you can hear two experiences from participants of a CIG course in Croatia, as well as a behind-the-scenes look at our IE trainers themselves receiving training in an upgrade for delivering the CIW course. It never hurts

to practice and it sounds like our trainers were very creative in producing their interpretive texts, whilst also strengthening the bonds within the training team to better deliver engaging courses for our members.

This time we have no reports of activities from members themselves so we can only assume that you have all been hibernating or too busy to write in and tell us what you have been up to. We hope that the latter is true and we will have a bumper issue next time full of all your exciting HI activities!

To wrap up, we have a couple of links to reports that might spark an interest for your work. One is about the cultural and spiritual significance of nature in managing protected areas, and we highlight some recent research that quantifies the economic value of cultural experiences with specific reference to health benefits. Something we all knew – that museums, national parks, music, crafts, culture in all its forms can make us feel better – has been proven to have a significant monetary value, and this could lever additional funding for our sector.

We hope the start of the new year has treated you well so far and that you are as happy as we are to be looking forward to an exciting year ahead. Wrap up warm and enjoy this read with a hot cocoa until the weather improves and we look forward to seeing and working with many of you in the coming months.

Helena Víčič, IE Managing Director
& Marie Banks, IE News Coordinator

Can AI enhance the museum visitor experience?

IE News Team
& Manuel Charr from MuseumNext

The City Museum of Aarau in Switzerland invites you to meet AI Hero to see how a modern twist can provide personal heritage experiences.

Whatever your thoughts on AI, the article below by Manuel Charr is an interesting amuse-bouche ahead of our IE conference in April where we will explore the theme of 'Heroes, anti-heroes and villains: How we (re)create, use and dismantle them'. This article is reproduced with permission from MuseumNext.

The City Museum of Aarau in Switzerland has always embraced innovation. Their latest digital initiative uses Artificial Intelligence technology to enhance visitor experience with a playful interactive, AI Hero. Laura Schuppli, Digital Curator and Deputy Director of the museum, shared insights into this pioneering project during a recent presentation at the Digital Exhibitions Summit.

A historic museum with a modern vision

Situated in the capital of the canton of Aargau, the museum itself is a blend of history and modernity. Its original structure, a former city castle, dates back centuries and has housed the museum since 1939. In 2015, a modern extension was added, complementing its extensive collection of 60,000 objects and a permanent exhibition dedicated to the city's rich history. The museum also curates special exhibitions addressing contemporary societal issues, with a strong focus on digital innovation.



Digital transformation and the AI Hero project

Since 2022, the museum has had an approved digital concept, affirming its mission to guide the public through the digital age. AI Hero, a highlight of the museum's current special exhibition titled Loved, Praised, and Type, explores themes of heroes, idols, and role models. Opened in April, this exhibition examines the function of heroes across five chapters, ranging from childhood heroes to influencers, while posing the question of whether society needs heroes at all.

How can AI enhance visitor experience?

At the heart of AI Hero is a playful AI-powered interactive museum experience where visitors embark on their own hero's journey, guided by artificial intelligence. This unique tour was developed in collaboration with a data scientist, an author, and a game design studio. Visitors interact with AGTA and Indigo, two AI-generated voices that narrate and guide participants through five stations equipped with computers, microphones, and headphones.

Personalised AI experiences for every museum visitor Participants begin their journey by discovering their superhero name and powers, co-writing their hero story with the artificial intelligence, which can transform the narrative into a poem, rap, or summary. Visitors' progress is tracked using an NFC-enabled hero ID card, storing key moments of the journey. At the end, they receive a personalised hero portrait, complete with a haiku summarising their adventure.

For younger visitors, the museum offers a tailored children's tour. This adaptation addresses the technical limitations of AI in processing children's voices and uses a more visual, multiple-choice format to enhance accessibility.



AI Hero at City Museum Aarau, Switzerland (stadtmuseum.ch) (Image: from MuseumNext)

Artificial Intelligence innovation backed by research
The project's technical foundation stems from a research initiative by the University of Applied Sciences in Northern Switzerland, which developed a speech synthesis model capable of translating Swiss German speech into text and linking it with text- and image-based artificial intelligence models. Privacy is a key consideration in AI Hero. Visitors' interactions are anonymous, with no personal data collected, and any data stored on the NFC cards is deleted after an hour. The photo station, while optional, allows users to conceal their identity if preferred.

Engaging with the ethics of AI

AI Hero goes beyond entertainment to engage audiences in critical discussions about artificial intelligence. An accompanying programme for schools, teachers, and interested individuals explores the opportunities and risks of integrating AI into daily life. Workshops examine stereotypes in AI-generated images, encouraging participants to think critically about the technology shaping the future.

Shaping the future of AI in museums

By blending creativity, education, and cutting-edge technology, the museum invites visitors to reflect on the evolving role of heroes in a digital world. And through the use of AI, the City Museum of Aarau is fostering meaningful dialogue about its implications.

You can find more examples of how museums are using AI here:

www.museumnext.com/article/artificial-intelligence-and-the-future-of-museums/

This article was originally published on the MuseumNext platform and is reproduced for Interpret Europe with thanks:

<https://www.museumnext.com/article/how-can-ai-enhance-museum-visitor-experience/>

What do you think? Could AI challenge historical and societal norms and become your hero? Let us know what you think! Join us at #iecon25 in April for more lively discussion on heroes and villains!

We need allies and there are allies

Patrick Lehnes (Germany)

Impressions from the CHARTER project, which enriched my understanding of the shifting heritage paradigm.

CHARTER was a 4-year European Blueprint Project for the EU's cultural heritage sector, which recently came to an end (you can find more details below). I was invited to CHARTER's external Expert Advisory Board, where I could contribute to discussions and drafts with my understanding of and experience with value-based heritage interpretation.

This was a great opportunity to gain some insights into the professional lives and thinking of others dealing with cultural heritage. One achievement of CHARTER was that people working in various specialised professions realised that we, cultural heritage people, have a lot in common. It became clear that we need to join forces to make cultural heritage visible as a sector which matters for the future of European societies and the EU. Policy makers tend to assess the significance of a sector and its professions based on evidence from statistical data. But neither is the cultural heritage sector in its entirety adequately covered by relevant statistical taxonomies, nor the professional field of heritage interpretation. Hence, education and training policies, as well as project funding programmes, often fail to match the needs of the sector.

At the same time, it was eye-opening to realise that we are not alone with our internal discussions in IE about new value-based, participatory and cocreative approaches in heritage interpretation. Similar discussions occur for instance among conservators and restorers, or researchers in heritage related disciplines. We are all taking part in a large scale paradigm shift regarding the conception and purpose of 'heritage' as such. CHARTER's mid-term report characterised it as "values-based, people-centred heritage" (Corr et al. 2023, 6).

Within the old paradigm, 'heritage' had intrinsic value which justified its preservation as an end in itself. These values were determined by experts specialised in a heritage-related academic discipline. Consequently, expert-driven top-down approaches dominated not only in conservation and planning, but also various forms of heritage education which used more or less sophisticated didactic approaches to convey expert knowledge, opinions and messages

to non-expert audiences (e.g. message-driven heritage interpretation).

The new heritage paradigm is characterised as people-centred because it understands that people with different backgrounds ascribe different meanings and values to things which they consider worthy of being preserved as heritage. It is rooted in democratic values, freedom of opinion and human rights, including the right of participation in culture.

In this view, heritage is of public interest as it serves the common good: the wellbeing of people and the cohesion of plural democratic societies that embrace 'unity in diversity' and sustainable development.

For me, as a heritage interpreter, it became obvious that enhanced interpretation skills matter not only for us who are specialised in engaging visitors and locals in order to facilitate meaningful heritage experiences. All others working with heritage - researchers and educators, heritage managers and policy makers, conservation, preservation or restoration specialists - all need to interpret what heritage assets mean for other people and which features and aspects are of particular significance for different heritage communities, for plural societies, and even for international relations.

CHARTER revealed to me that despite our diverse backgrounds we are united by the same spirit, while we might still express it in different words and terminologies. It was great to experience that suggestions or concerns based on recent developments in heritage interpretation were valued by the CHARTER consortium and contributed to several results. This raised my confidence that we are on the right track and that IE as an organisation specialised in interpretation has something to contribute to the entire sector.

At the same time, a lesson learned from CHARTER is, that we still need to further develop advanced interpretation skills and tools

- that enable people to explore the diversity of meanings and values ascribed to heritage,
- that facilitate the integration of multiple perspectives into a bigger picture,
- that help to discern valid and legitimate points of view on controversial issues from false arguments or misrepresentations,
- that foster understanding and appreciation of the EU's fundamental values which it shares with UNESCO and which underlie universal human rights aiming for the common good.

The CHARTER consortium concluded that heritage related skills do not only matter for professionals. It is equally important to enhance heritage literacy of citizens who live in democratic societies and have to cope with transformations. Heritage literacy involves basic interpretation competences that motivate and enable people to interpret the past from different perspectives in order to reflect about the present and a desirable future.

CHARTER – the first European Blueprint project for a genuinely cultural sector

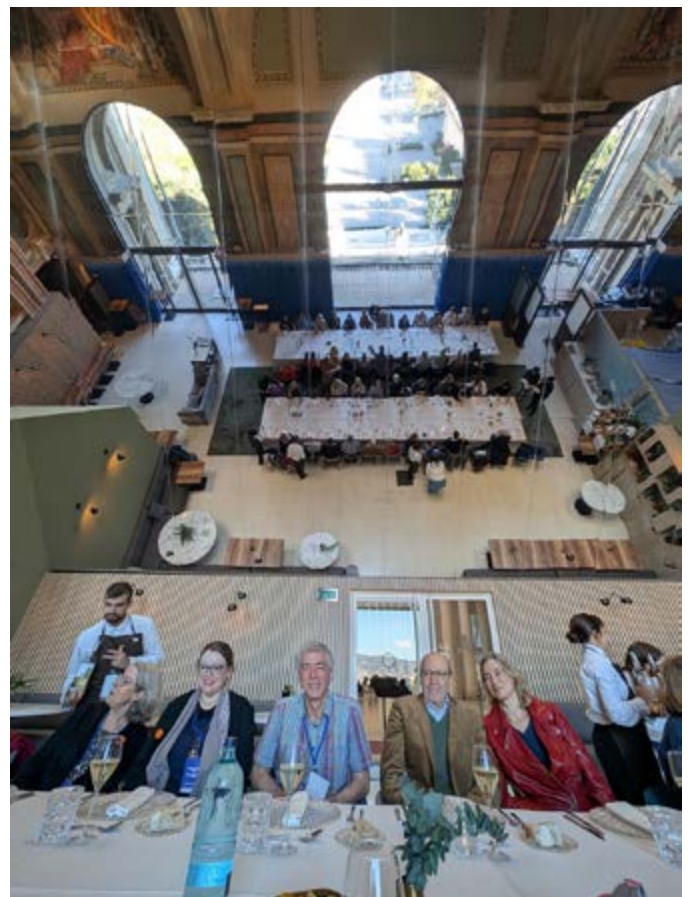
Funded by Erasmus+, European Blueprint projects are large multi-stakeholder projects to prepare a strategy aimed at meeting the future demands for skills within a significant economic sector. Large consortia involving all important stakeholder groups form a sector skills alliance. They analyse challenges for the sector, mismatched between the sector's existing education and training offers and skills needed by employers; they investigate new trends which affect the future of the sector and corresponding needs for new skills and emerging professions. All this feeds into a sector skills strategy and policy recommendations to make the sector fit for the future.

The CHARTER consortium comprised 47 institutions which are active in the cultural heritage sector. They represented education and training providers, employers, public bodies and agencies, and associations which represent professionals who work in the sector.

The CHARTER consortium laid the groundwork for better recognition of the cultural heritage sector and its various professional branches. This work shall be continued by a Cultural Heritage Skills Alliance which permanently monitors skills shortages and mismatches, identifies emerging professions, and demonstrates its contribution to social, economic and environmental sustainability in Europe.

Find out more on CHARTER'S website:
<https://charter-alliance.eu/>

Patrick Lehnés is IE's Cultural Heritage Coordinator, having been an active member of IE since its start and formerly one of IE's managing directors. Patrick is a freelancer and a researcher at the University of Freiburg, Germany. He can be contacted at: Patrick.lehnés@interpret-europe.net



The last CHARTER lunch: informal talks enhanced mutual understanding and provided food for reflection at the Museu Nacional d'Art de Catalunya in Barcelona (Image: Patrick Lehnés)

Europe invests in Interpret Europe!

Sandy Colvine (France)

IE enters an exciting new phase as we celebrate the start of two big projects.

Are you familiar with the saying, "You wait ages for a bus and then two come along at the same time"? Well, that is basically what happened when IE engaged internal and external expertise in a concerted effort to secure funding from two European programmes, and both were successful! The programmes offer opportunities to develop in-house operational capabilities and pilot a hands-on project to test value-based heritage interpretation with local communities and these two projects will together form the cornerstone of IE's next phase of development.

The first project is called HI-People. It is a 4-year project funded by the EU Creative Europe Programme which offers a strand supporting actions for cultural heritage. Starting soon, HI-People is a capacity building project for IE to drive the shift to a more people-centred paradigm respecting the range of meanings and values people attribute to heritage.

That work has begun with the Learning Landscapes initiative and revisions to the IE training programme but HI-People will finally give us the means to build on these notable advances and reinforce our efforts to conduct thorough research, pilot practical actions and be a stronger voice for value-based and people-centred cultural heritage practice, professional proficiency and strategic policy. A 'framework of reference' for value-based and people-centred interpretation will be drafted to support a wide range of coherent interpretive activities in the cultural heritage sector: the creative arts, digital technology, community participation, environmental and social sustainability, co-creation partnerships with peer organisations (particularly UNESCO WHIPIC).

Central to this will be our recently revised training programme to deliver new courses to heritage organisations and professionals, trainer summer schools and even the creation of an IE training centre.

Crucially, HI-People focuses on members too. We will refresh our website and add platforms for member-led exchange and joint project-working opportunities on this subject for mutual benefit. These new skills may also open up business opportunities for freelancers and consultants to deliver new training activities for workshops or community consultation activities, for example.

The European grant amounts to €800,000 once co-financing has been factored in. It will cover research, online and onsite activities and communication. Rest assured, we will make it go a long way but voluntary input from members will still be critical to success. Yet, by improving our organisational capacity and systems our collective efforts will be more focused on impacts and returns with the aim of generating professional development opportunities for members underpinned by our heightened profile as a hub for value-based and people-centred heritage interpretation with peer organisations in the European heritage sector.

The second project, Empaths, is a 30-month transnational cooperation project worth €250,000 between six partners, funded by the European Erasmus+ Programme. Underway since October 2024, it involves partners from Austria (Geopark Karawanken-Karavanke), Italy (The Story Behind and the Ministry of Culture archaeological park of Campi Flegrei) and Greece (Initiative for Heritage Conservation and the Ethnological Museum of Thrace) alongside Interpret Europe. The aim is to research, develop, test and finalise a training programme for heritage professionals to work with local communities to capture how local people perceive and value their natural and cultural heritage.

Running participatory and inclusive heritage consultations and co-creation workshops is a real challenge for many heritage professionals but vital given the shift from traditional top-down conservation-based expertise to a more open and democratic approach first promoted by the Faro Convention in 2005.

A highlight of Empaths will be its 'community labs' to be held in the Austrian Geopark, the Italian archaeological park and the hinterland of the ethnological museum in Thrace, Greece, supported by IE, The Story Behind and Initiative for Heritage Conservation respectively.

These labs will be test-beds for heritage professionals to facilitate community participation to identify heritage stories together with the meanings and values people attach to them. The resulting training programme will foster meaningful exchanges that can be used in interpretive strategies and plans in which local people are the actors of their own heritage assisted by heritage professionals.

Smaller in comparison to HI-People yet intense and fast-moving, Empaths will expand our knowledge and experience in participatory value-based heritage interpretation in other territorial settings alongside the ongoing Learning Landscapes initiative involving a selection of UNESCO World Heritage sites.

As you can see, both projects are designed to support IE's work and profile over the coming years as a leading advocate and practitioner of value-based heritage interpretation in which people are at the heart of their own heritage. We are delighted that the European Union has chosen to invest in our organisation and our community, and we are excited that we now have the means to channel our efforts more effectively for the wider benefit of our members and the European heritage sector in all its diversity.

Look out for more news on both HI-People and Empaths soon on the IE website and social media.

Sandy Colvine is IE's project manager for both these projects. He can be contacted at: alexander.colvine@interpret-europe.net.



Empaths project kick-off meeting
(Image: Elisabeth Korinth)

Two in one: Hands-on workshop for interpreting world heritage

Katharina Bach (Germany)

A dynamic workshop exploring value-based heritage interpretation, bringing together theory and practice at the heart of Speyer's UNESCO sites.

It is not who you are, but what makes you unique! Not what I can learn about you, but what fascinates me about you – and, in a broader sense, what connects me to you.

With these thoughts in my head and a similar mindset amongst other participants, the World Heritage Interpretation workshop kicked off on the first weekend of December at the UNESCO World Heritage sites in Speyer: the magnificent Speyer Cathedral and the Jewish Courtyard, part of the shared Jewish heritage of the SchUM cities.

Organised by the State Conservation Office of Rhineland-Palatinate and the German UNESCO Commission, in collaboration with Interpret Europe, the workshop aimed to explore innovative ways of engaging people with World Heritage, making it more personally relevant and sparking conversations about presenting and interpreting universal values.

The focus was on value-based heritage interpretation, a relatively new approach developed by the UNESCO Regional Bureau for Science and Culture in Europe, in partnership with Interpret Europe. This method encourages participants to reflect deeply on the values attached to World Heritage sites and how these can inspire sustainable practices, fostering a lasting connection with future generations.

The workshop combined theory and practice, allowing participants to engage with the concept of value-based heritage interpretation in a hands-on way. They experimented with new approaches to presenting these World Heritage sites, immersing themselves in the spirit and atmosphere of both locations, which led to a lively exchange of ideas and fresh insights.

Thorsten Ludwig from Interpret Europe guided the group through the workshop, providing valuable insights into the methods behind value-based heritage interpretation. The relaxed, collegial atmosphere of the event encouraged participants to experiment with on-site interpretation texts and to immerse themselves more deeply in the authentic spirit and feeling of the places. This dynamic

exchange of ideas challenged conventional methods of interpreting cultural and natural heritage.

The Speyer Cathedral and the Jewish Courtyard provided the perfect setting for the workshop, where participants could experience the essence of these heritage treasures while also exploring new ways of presenting them.

The workshop sparked numerous new ideas and approaches, ensuring that World Heritage interpretation remains engaging, relevant, and sustainable. By focusing on universal values, the event demonstrated how the communication of heritage can evolve to better engage contemporary audiences and promote a lasting connection with these remarkable sites. Held at the Bishop's Ordinariate in Speyer, the event proved to be the ideal venue for a creative and collaborative workshop dedicated to cultural heritage.

Katharina Bach is a heritage conservator working as site manager at the UNESCO World Heritage Site Mathildenhöhe Darmstadt, Germany (www.mathildenhoehe.de). You can get in touch with her at: katharina.bach@darmstadt.de.



Speyer UNESCO World Heritage Sites held our workshop on interpreting world heritage (Images: Thorsten Ludwig)

Training team changes

IE Management

We start a new year with a new dynamic, looking forward to supporting members in a variety of ways in addition to training courses.

Training Coordinators

As you know, since Valya Stergioti stepped down from the role of Training Coordinator, which she had held from the start of building up the IE training programme and supporting the team to deliver all our courses, the role has been held jointly by Michal Medek and Iva Čaleta Pleša since the start of 2024.

Recent changes in the whole IE office team and how we plan to deliver benefits to our members through courses, modules and other outreach efforts, mean a further change in the Training Coordinator role.

As they now step down from this role, we extend our thanks to Michal and Iva for leading the training team for the last year. They have achieved several improvements of the Training policy, including the system for trainers to keep their licences and even after their term has ended, they remain valuable contributors and active members of the team. Meanwhile we are reorganising our training sector towards quality assurance and outreach, and so a new independent and very much needed role emerged: Outreach and Partnerships Coordinator.

Outreach and Partnerships Coordinator



Andrijana Milisavljević, IE's former Country Coordinator Croatia, has taken on this new role. She says: I will work with my team on revision and improvement of services for all membership categories, on promotion and organisation of IE's training programmes in collaboration with trainers, organising partners and stakeholder organisations, enabling them to train heritage experts across Europe to connect people with heritage in creative, inspiring, and memorable ways. We will work on development of collaboration opportunities for

institutions and businesses, their visibility through IE media outlets and networking. This role allows me to combine my professional expertise with my passion for heritage and education.

My passion for heritage interpretation stems from a lifelong love for storytelling, tourism, and exploring the connections between history, nature, and culture. Through CIG, CIW and CIP courses, I discovered a framework that unites these interests with the principles of sustainability and ethical responsibility. For me, heritage interpretation is not just a profession but a way of connecting people with the stories and values that shape our world.

Over the past decade, I have worked as an entrepreneur and co-founder of a company that combines architectural concepts and projects with heritage interpretation. Together with my team, I have contributed to various projects, including visitor and interpretation centres, educational trails, and other cultural and tourism attractions. In these roles, I have served as a team leader, interpretive planner, writer, and content designer, ensuring that each project reflects sustainable practices and meaningful heritage experiences.

My professional journey is rooted in tourism and cultural heritage, supported by my background in Tourism and Sports Management. This foundation has enriched my approach to heritage interpretation, allowing me to connect people with meaningful stories through innovative and sustainable projects.

For the past 2.5 years, I have served as Interpret Europe's Country Coordinator Croatia, contributing to the development and promotion of heritage interpretation across the country. During this time, I have helped establish new partnerships, strengthen the network of members, and promote best practices in heritage interpretation through webinars, excursions, and conferences.

I strongly believe in lifelong learning, and this drives my commitment to helping others discover, grow, and share their passion for heritage. Together with my team, I aim to inspire collaboration and innovation while contributing to Interpret Europe's mission to create meaningful and lasting connections with heritage on both local and global levels.

Andrijana can be contacted at: andrijana.milisavljevic@interpret-europe.net.

Interpreting Kuterevo: A village of living heritage

Ivana Jagić Boljat (Croatia)

A CIG course in Kuterevo, Croatia, brought together a vibrant community to explore heritage interpretation, sustainability, and collaboration.

In the small village of Kuterevo, nestled beneath the majestic Velebit mountain and North Velebit National Park, an IE Certified Interpretive Guide (CIG) course unfolded. Organised by the Butina rural household, the initiative was led by Maja Božinović, a visionary in community-based tourism. Maja, whom I met during our university days studying tourism, has long been dedicated to inspiring her community. Even then, she organised lectures to spark interest in sustainable tourism development in her region.

The success of the course lay in the collaborative spirit of Kuterevo's stakeholders and the vital support of the Tourist Board of Otočac. The board co-financed the training, making it accessible to a broad group of participants. The leader of the tourism board even took part, recognising heritage interpretation as a key component of the region's tourism strategy.

The diversity of participants was a highlight, with local representatives from museums, nature visitor centres, associations preserving intangible heritage, small tourism businesses, and guides, alongside a wider group from the Lika-Senj region and the rest of Croatia. This blend of backgrounds fostered a vibrant network for collaboration and the exchange of ideas.

The course delved into interpreting local phenomena rooted in Kuterevo's gastronomic and intangible heritage. Some of the traditional phenomena participants explored were the craftsmanship behind the Kuterevka chair (made from beech wood) and Kuterevske cokolje (traditional shoes crafted with woven uppers and recycled rubber soles). Interpretive guiding practices, along with discussions on sustainability, highlighted the importance of learning from traditional knowledge.

Phenomena like traditional hives (pletara) introduced participants to the world of bees, while plums, rakija, coffee, tea, and the traditional dishes offered a taste of Kuterevo's rich culinary heritage. Interpretive walks brought the group to Gačanka, an association dedicated to preserving traditional crafts. Here, participants engaged with a collection of artifacts, learning to weave stories that connect visitors to the local culture.

On the sixth day, an additional workshop focused on strategies to sustain and expand heritage interpretation in Kuterevo. Participants concluded that collaboration, networking, and support from local authorities are critical for future efforts. The session inspired a shared commitment to integrating heritage interpretation into the region's cultural and tourism strategies, ensuring a sustainable and vibrant future for the community.

This initiative demonstrated the transformative power of heritage interpretation, not just for visitors but for local stakeholders. By celebrating authenticity, sustainability, and collaboration, Kuterevo's story serves as a model for other communities seeking to preserve and share their cultural identity.

Ivana Jagić Boljat is a museologist, heritage manager, and tourism expert from Croatia. She runs Visitor Friendly, a business specialising in heritage interpretation and training. Within her previous role at Muze Ltd, she gained extensive experience in interpretive planning, coordinating creative teams for exhibitions, and content development. Ivana can be contacted at: ivana.jagic@gmail.com.



Traditional bee hive talk & the course participants
(Images: Ivana Jagić Boljat)

A heritage with moustaches

Ileana Tomljanović (Croatia)

Enthusiastic women gathered in Kuterevo, Croatia, to explore the heritage of the Lika-Senj region, empowering their businesses and communities.

An IE Certified Interpretive Guide (CIG) course was organised by Guest Accommodation Butina, the Tourist Board of Otočac, and Visitor Friendly, a business specialising in heritage interpretation and training. Over three inspiring weekends beneath Mount Velebit, renowned for its natural beauty and cultural traditions, we delved into the diverse heritage of the Lika-Senj region. The all-female group shared stories from Senj's Uskok history – the powerful bora wind, and Glagolitic script; Otočac's folk costumes; Kuterevo's wooden barrels; and the flavours of traditional cuisine. We also explored Nikola Tesla's marks in Gospić and celebrated the innovative Zera souvenirs project.

The course brought together a diverse group of passionate participants key to the success of local tourism, including holiday apartment owners, artisan shop managers and café owners, National Park staff, museum and other attraction curators. Participants from other regions also joined the course, including: the owner of a special Adriatic viewpoint; a beekeeper who sells renowned honey; a versatile tourism entrepreneur (mountain guide, ski instructor, creator of tourist maps, architect, and owner of a boat company); and the owner of a souvenir shop and thematic guest accommodation.

We were inspired by our trainer's expertise, energy, and warm approach, which fostered a spirit of connection and collaboration. Her leadership guided us in developing project ideas, including the creation of a unifying theme—moustaches—to showcase the region's heritage.

During a follow-up workshop, 'Empowering local community by implementing an interpretive heritage project', we split into two groups to focus on practical aspects of non-formal heritage interpretation. One group worked on designing a thematic interpretive trail in Otočac, while my group brainstormed ways to unify and promote the region under a common theme. Moustaches, a distinctive cultural element, became our light motif, with the playful saying, "Beware of the Senj bora and the moustached girl," as our motto.



Meaning in a nutshell (Image: Ivana Jagić Boljat)

Senj, the birthplace of the fierce bora wind, epitomises the raw power of nature intertwined with a rich historical legacy. The bora—a cold, strong northerly wind—has shaped the environment and culture of the area below Velebit, particularly in Senj, leaving a lasting mark.

The popular saying about a moustached girl carries a fascinating historical twist: the phrase refers not to women but to the 16th-century Senj Uskoks. These cunning pirates disguised themselves as women to launch surprise attacks but refused to shave their moustaches out of vanity and male pride. These 'moustached girls' became enduring symbols of strength and resourcefulness, reflecting the bold spirit of the region.

Moustaches have long been a cultural emblem of the Lika-Senj region. Historic photographs reveal generations of Lika men proudly wearing moustaches, a tradition that persists today as a visual link to the past. As the Lika-Senj region evolves as a tourist destination, the moustached Uskoks provide a captivating story to engage travellers.

Personally, I plan to incorporate the insights gained from this course into my souvenir shop, 'Čagod,' in Senj, as well as in my thematic accommodation, 'History House Moja Ti 1830'. My goal is to immerse

visitors in the exploration of Senj while also inviting them to discover other parts of the region, such as Kuterevo, Otočac, and Gospić, where my colleagues will offer their unique heritage tourism experiences. Therefore, our heritage interpretation CIg course in Kuterevo marks the beginning of an exciting journey—one enriched with moustaches, creativity, and the collective energy of women shaping the future of heritage in Lika-Senj, and beyond.

Ileana Tomljanović is a professor of educational rehabilitation with extensive experience working with children. She is also an accredited storyteller by the National Storytelling Network, a trainer of Abacus Soroban, and the owner of the Čagod souvenir shop and History House Moja Ti 1830 in Senj. She is the creator of the Uskok Juriša mascot, a heritage interpreter, and a future tour guide. Ileana can be contacted at: tileana006@gmail.com.



Traditional crafts showcasing local heritage
(Images: Ivana Jagić Boljat)



Let's continue to inspire through impactful interpretation!

Ivana Zrilic (Croatia)

Medvednica Mountain was the unique inspiration for our IE CIW upgrade course, keeping us inspired through stories.

Medvednica Mountain, an iconic mountain towering over Zagreb, served as the creative hub for our Certified Interpretive Writer (CIW) trainer's upgrade course. The nature park fuelled our inspiration and provided a powerful source of material.

This workshop successfully equipped 12 IE certified interpretive trainers – including participants from Croatia, Greece, Hungary, the Czech Republic, and Slovenia – to add the CIW course to their repertoire. With expert guidance we employed a structured methodology that effectively transformed complex tasks into inspiring actions. The hands-on experience enabled interpretive trainers to develop and implement strategies that will distinctly enhance our future courses.

Everything began with a thoughtful gift that boldly proclaimed, 'Time to write', and that's exactly what we did next! We united to explore and rigorously test the updated materials, all centered around the essential practice of value-based heritage interpretation—a potent approach for crafting meaningful and impactful interpretive texts.

Although time was limited for each task, the meticulous planning ensured that every second was used to its fullest. At times, we felt the pressure, with less time than participants would typically have in a real-world setting. This sharpened our ability to think quickly and respond decisively. We seized the opportunity to exchange experiences and collaborate, leading to the creation of exceptional songs and interviews during our tasks.

On the final day, we focused on developing an interpretive panel, engaging in rigorous peer coaching, and critiquing each other's interpretive writing. We capitalised on numerous opportunities to facilitate first-hand experiences with natural heritage sites and objects through our interpretive writing. We delved into the meanings and relationships of natural and cultural phenomena while underscoring the significance of universal values. Our goal was to derive compelling themes from sites, objects, and factual information. We transformed factual texts into compelling pieces that provoke interpretation. In one powerful exercise, we wrote an interpretive

audio script, and we also crafted catchy headings and effectively applied a text hierarchy and layers for graphic panels and exhibit labels.

Practising what we teach is key, and it was great for 12 of our IE trainers to gain more experience in delivering engaging CIW courses for our members.

Ivana Zrilic is an IE certified interpretive trainer, certified interpretive guide and writer. She is a storyteller and tourist guide, and the owner of a private business Zmaj Radionice (www.zmajradionice.com) for education and creating workshops for kids. She is passionate about heritage and interpretation. She can be contacted at: ivana_zrilic@yahoo.com.



Top: Developing interpretive themes (Image: Iva Klaric Vujovic)

Bottom: Interpretive text (Image: Ivana Zrilic)

Congratulations to our newly certified members

Certified Interpretive Guides (CIG)

Ángela Alarcon, Colombia
Tatiana AntoniĆ, Croatia
Ana Barićević, Croatia
Jaime Bocanegra, Colombia
Nina Brećević, Croatia
Mayra Alejandra Castellanos Castro, Colombia
Jose Francisco Contreras Varela, Colombia
Kenelma Cujia Baquero, Colombia
Nicole Dietzel, Norway
Noé Duran Sanchez, Colombia
Đenis Dušić, Croatia
Slavomír Dzvoniĸ, Slovakia
Nestor Esteban Esteban Jaimes, Colombia
Katarina Fruk, Croatia
Rafael Labastidas, Colombia
Margarita Marić, Croatia
Alfonso Antonio Mendoza Campo, Colombia
Peter Piños, Slovakia
Darianys Reyes, Colombia
Yarissa Mileth Rodríguez Nieves, Colombia
Bruno Savron, Croatia
Luis Carlos Serrano Castro, Colombia
Emina Svilar, Croatia
Doina Vicol, Moldova

Certified Interpretive Writers (CIW)

Alexander Baker, Sweden
Per Bengtson, Sweden
Jessica Bergström, Sweden
Angelique Girard, France
Charlotte Giraudo, France
Märta Gustafsson, Sweden
Johnny Matherne, France
Iva Pleša, Croatia
Geert Van Den Bogaert, France
Ivana Zrilić, Croatia

Certified Interpretive Planners (CIP)

Maria Silva, Portugal

Upcoming courses and webinars

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 and training modules available near you:

<https://interpret-europe.net/training/ie-courses/ie-training-courses/>

You can email training@interpret-europe.net for further information.

Date	Language	Location	Trainer
Certified Interpretive Guide (CIG)			
postponed	Portuguese	Algarve, Portugal	Pedro Morais
Certified Interpretive Writer (CIW)			
postponed	English	Ronda, Spain	Valya Stergioti
postponed	English	Hardbakke, Norway	Sandy Colvine
Certified Interpretive Planner (CIP)			
28/01-12/02/25	Slovenian	Kočevje, Slovenia	Helena Vičič
10-14/02/25	English	Den Helder, Netherlands	Thorsten Ludwig
Certified Interpretive Trainer (CIT)			
None currently planned	Keep an eye on the website		

Upcoming IE webinars

11/02/2025 at 14.00 CET

Nature guides in Sweden for environmental sustainability

Presented by Per Sonnvik (Sweden)

TBC/03/2025

Interpretation: The art of listening

Presented by Max Dubravko Fijacko (Croatia)

IE webinars are free for members and are conducted in English. Keep an eye on the website for further details of upcoming webinars and how to register:

<https://interpret-europe.net/training/webinars/>

Email webinar@interpret-europe.net for more information.

Don't forget that IE members can catch up on previous webinars if you missed them – the recordings are available in the members' area of the website.

What's going on elsewhere?

Culture makes us healthier

IE News Team

New research has assessed the monetary value of the health and wellbeing benefits from cultural engagement in the UK.

What price would you put on public health and wellbeing? If governments could save money on our healthcare by investing in other areas, then why wouldn't they do it? Recent research commissioned by the UK's Department for Culture, Media and Sport (DCMS) has shown that engaging with culture and heritage improves the health and wellbeing of adults in the UK to the sum of £8billion (9.5 billion euros) per year.

This is based on the health and wellbeing benefits associated with an individual adult engaging with culture and heritage at least every few months – by visiting a museum, gallery or watching a concert – being worth approximately £1,000 per year. At population level, the societal benefits, which include increased productivity due to better health, add up to the much larger figure.

"This work demonstrates that as well as preserving history and celebrating creativity, investing in culture and heritage unlocks better physical and mental health, reduces healthcare costs and increases the country's productivity," said Sarah Karlsberg from Frontier Economics who conducted the research.

It has been difficult in the past to secure government investment in the cultural heritage sector, at least in the UK. Having a monetary value on the specific health benefits to individuals and healthcare budgets overall might be a good lever to increase the level of support.

Heritage minister Chris Bryant said, "Culture and heritage are the beating heart of communities... inspiring, educating and enlightening people from all walks of lives and helping to tell our national story. This research shows how culture and heritage can directly impact our lives, improving our physical and mental wellbeing, and highlights the importance of preserving our rich heritage to ensure it can enrich the lives of many, for years to come."

Experiencing culture for a wellbeing boost
(Image: Nick Banks)

So, what should happen now?

Many of us already value our cultural experiences as more than 'just a day out at the museum' or 'something to keep the kids entertained', but the wider health benefits should be celebrated more so that governments – all over, not just in the UK – have more reason to invest in culture to see improved population health, reduced healthcare budgets and improved economic productivity; a great return on investment, aside from the myriad of other benefits from investing in, preserving and celebrating cultural heritage. The Museums Association believes that museums themselves also need to shout louder about their contribution to health and wellbeing.

In the meantime, eat up all the culture you can and enjoy boosting your health!

You can read a longer article by Geraldine Kendall Adams via the Museums Association:

<https://www.museumsassociation.org/museums-journal/news/2025/01/cultural-engagement-brings-health-and-wellbeing-benefits-worth-8bn/#>

And you can find a link to the research report via Frontier Economics:

<https://www.frontier-economics.com/uk/en/news-and-insights/news/news-article-i21105-engagement-in-culture-and-heritage-creates-8bn-in-value-per-year-for-the-uk/>



The cultural and spiritual significance of nature

IE News Team

Download a free PDF giving guidance for protected and conserved area governance and management.

Whilst this document is not new, it was recommended by an IE member and may be relevant to some of our members who work in natural area conservation, or interpretation of natural areas.

Published in 2021 by the IUCN (International Union for Conservation of Nature) along with several other organisations, it forms part of the Best Practice Protected Areas Guidelines.

From the abstract: The cultural and spiritual significance of nature has been defined as the spiritual, cultural, inspirational, aesthetic, historic and social meanings, values, feelings, ideas and associations that natural features and nature in general have for past, present and future generations of people – both individuals and groups. These guidelines respond to a growing need to make conservation more inclusive, effective and socially just by accommodating multiple worldviews; by treating natural and cultural heritage as interlinked; and by suggesting ways for engaging and empowering all relevant groups and stakeholders in protected area design, governance and management. The guidelines also assist with creating common ground, resolving conflicts and implementing rights-based approaches that recognise human rights and legal pluralism.

Many of the aims of these guidelines seem to align with our approach to heritage interpretation.

You can download the document as a PDF from IUCN here:

<https://portals.iucn.org/library/node/49268>



The Wildfowl & Wetland Trust's London Wetland Centre caters for people's spiritual needs by creating spaces and opportunities for people to interpret nature in ways personal to them (Image: Marie Banks)

Creative Europe Programme

Calls open until 13 May 2025 for European Cooperation Projects.

Grants are available for organisations in the cultural and creative sectors who are demonstrating cross-border cooperation. The call for proposals is split into small, medium or large scale projects.

Why not take a look and see if your project qualifies? Or talk to some IE colleagues to initiate a cross-border project?

There are several previous collaborations among IE colleagues – it's what makes our network strong!

You can find out more here:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/calls-for-proposals?callIdentifier=CREA-CULT-2025-COOP&isExactMatch=true&status=31094501,31094502&frameworkProgramme=43251814&order=DESC&pageNumber=1&pageSize=50&sortBy=startDate>



Creative Europe Programme cross-border cooperation projects (Image: European Union)

Welcome to our new members

Individual members

Yuli Tatiana Aguirre Vasquez, Colombia
Danuta Maria Banaszak, Poland
Nicolas Barragan, Colombia
Paweł Bogunia, Poland
José Félix Bolívar Gonzalez, Colombia
Katerina Bompolaki, Greece
Anela Borčić, Croatia
Jhon Anderson Cabrera Pineda, Colombia
Juan David Cañas Henao, Colombia
Sinem Cerrah, Netherlands
Iwona Chmura-Rutkowska, Poland
Ives Cikatić, Croatia
Fredy Armando Clavijo Montero, Colombia
Diego Cortés, Colombia
Valeria Cristancho Garzón, Colombia
Norlex Cruz, Colombia
Bolivar Cruz, Colombia
Jurand Czajko, Poland
Daniela D'Amico, Italy
Adenis Dedaj, Albania
Ana Marie Duboković, Croatia
Arton Dullaj, Kosovo
Lida Maritza Duque Hernandez, Colombia
Rossi Eleonora, Italy
William De Jesús Espinosa Hernández, Colombia
Wilmar Estupiñan, Colombia
Agon Fazlija, Kosovo
Rigers Filaj, Albania
Saul Galeano Cepeda, Colombia
Noralva Galvis, Colombia
Bekim Gaxherri, Kosovo
Silvana Gega, Albania
Andrea Gelmetti, Italy
Loris Giuriatti, Italy
Martina Gljuščić, Croatia
Grzegorz Gorycki, Poland
Anna Jankowiak, Poland
Katarzyna Jankowska, Poland
Jetmir Jasiqi, Kosovo
Katarina Jovanović Eterović, Croatia
Galdim Jusufi, Kosovo
Sanja Kantaruti, Croatia
Paulina Kirschke, Poland
Rafael Labastidas, Colombia
Gianmarco Lazzarin, Italy
Jessica Melina Lizcano Rodríguez, Colombia
Neža Loštrek, Slovenia
Saul Luna, Colombia
Marke Majcherczyk, Poland
Julian Mandreja, Albania
Miodrag Marčeta, Croatia
Gjovalin Marfana, Albania
Marijana Marincel, Croatia

Individual members (continued)

Sara Marinello, Italy
Iraida Celeni Martínez Carrillo, Colombia
Marin Matejčić, Croatia
Antonija Milković, Croatia
Joel Alberto Morales Ortua, Colombia
Fleyder Muriel, Colombia
Ibrahim Muslija, Kosovo
Ricardo Alexis Niño Alvarez, Colombia
Dina Olarte, Colombia
Ellery Orozco, Colombia
Martha Ortiz, Colombia
Angie Viviana Ortua Montes, Colombia
Karen Pantoja, Colombia
Ruben Pastrana, Colombia
Luka Pavlović, Croatia
Andrea Cecilia Pinto Moreno, Colombia
Anna Płachczewska-Rogozzińska, Poland
Gordana Plosnic, Croatia
André Ponte, Portugal
Fernanda Quaglia, Italy
Carmen Quinchoa, Colombia
Rafael Ramirez, Colombia
Edwin Damián Rengifo Silva, Colombia
Maria Jose Rodriguez Roa, Colombia
Viktorija Rogić, Croatia
Dragica Rogić, Croatia
Jhon Jairo Romero Reyes, Colombia
Josipa Rončević, Croatia
Ingrid Marelny Rosero Buesaco, Colombia
Vittorio Francesco Ruberto, Italy
Guglielmo Ruggiero, Italy
Bruno Savron, Croatia
Jairo Sedano Santamaria, Colombia
Mirjeta Shatri, Kosovo
Shqipdona Shehu, Kosovo
Sonia Sigindioy, Colombia
Ewa Sklepek Pocięzyńska, Poland
Marina Šojat, Croatia
Martina Štifanić, Croatia
Emina Svilar, Croatia
Jefer Gonzalo Toloza Urrea, Colombia
Vice Tomasović, Croatia
Teo Tomić, Croatia
Nina Turić Roščić, Croatia
Mimoza Uka, Kosovo
Antica Vadanjel, Croatia
Harol Vargas Cocuy, Colombia
Diana Carolina Vera Mayorga, Colombia
Duvan Vera Mayorga, Colombia
Graciela Vergara Giraldo, Colombia
Bekim Vishaj, Kosovo
Sandra Marie Vrandečić, Croatia
Katarzyna Wajda-Pudełko, Poland
Dijana Žaja, Croatia

IE Office team staffing changes

Welcome to Sandy Colvine joining the team as Project Manager during an exciting time in IE's development.



You may recall recent news that IE has secured European funding for two projects: HI-People and Empaths. Following a call for applications, we are pleased to announce that Sandy (Alexander) Colvine has been appointed Project Manager to coordinate both projects over the next four years (HI-People is a 48 month project while Empaths runs for 30 months).

Sandy has been an active member of IE since 2015 and is a certified trainer. More recently he has been a member of the IE Supervisory Committee. As a self-employed interpretation and local development consultant based in SE France, Sandy has extensive experience in European transnational cooperation projects, previously working for a French NGO managing and participating in community-based actions to help local people develop and promote their natural and cultural heritage assets for sustainable tourism.

With his new responsibilities, Sandy has stepped down from his role as IE Supervisory Committee member and we would like to thank him for his service since 2019 during some eventful times, such as the Covid-19 pandemic, and more promising developments such as the forthcoming strategic plan in which these two new European projects form a cornerstone.

You can contact Sandy at: alexander.colvine@interpret-europe.net

You can find out more about all of IE's coordinators and teams on the website:
<https://interpret-europe.net/our-structure-and-bodies/>

Heroes, anti-heroes and villains

Bettina Lehnés (Germany)

Will you be a part of the Interpret Europe conference 2025 from 11 to 14 April in Sulejówek, Poland?

Are you thinking about joining us for our next conference in April at the Józef Piłsudski Museum at Sulejówek? Then here are many good reasons to do it!

Warsaw, often described as the 'Phoenix City', has risen from the ashes of near-total destruction during World War II, reflecting the resilience and determination of the Polish people. This spirit of revival is deeply ingrained in Poland's national character, shaping a culture of perseverance, innovation, and pride. This is evident in the meticulously reconstructed Old Town, now a UNESCO World Heritage Site, and in vibrant cultural hubs like the POLIN Museum and the Warsaw Uprising Museum. The city's dynamic blend of historic preservation and modern growth stands as a testament to Poland's enduring strength and vitality. This and much more will be on our menu for the pre-conference tour and in some of the study visits – see the links below.

As always, there will of course be lively and enriching exchanges between colleagues in presentations and workshops. And we will also approach the conference topic in a variety of ways during our study visits, experiencing very different places in and around Warsaw.

These excursions offer a unique opportunity to engage directly with historical sites, cultural landscapes, and the narratives that have shaped them. Our study visits are designed to inspire, educate, and connect you with the essence of heritage interpretation. Join us in meeting small and large heroes, antiheroes and villains, famous or largely unknown.

What do apples have to do with the conference theme? and what tales does a river tell? Immerse yourself in the stories of people who were capable of great things in exceptional situations or who achieved incredible things despite great adversity. What strength was mustered by the population so that the Old Town of Warsaw can now be a UNESCO World Heritage Site? What stories and fates are connected to the Jewish history of Warsaw and what can they teach us today? Why is it so important to understand that the woman we all know as Marie Curie was not simply called Marie Curie but Marie Skłodowska-Curie? We look forward to going on a search for clues with you!



Marie Skłodowska-Curie is waiting to reveal the truth of her heroism (Image: Bettina Lehnés)

To ensure a personalised and engaging experience, each study visit has limited capacity. We encourage you to register early to secure your preferred options. You can find out more here: <https://www.interpreteuropeconference.net/study-visits/>

We are also delighted that we have secured wonderful, inspiring keynote speakers. Marcin Napiórkowski, acting director of the Polish History Museum, will approach the question, Why do we still need heroes? Towards a polyphonic culture of memory. While Anna Kowalczyk, author of the bestseller, 'The Missing Half of History. A Brief History of Women in Poland', will raise the question, Where are our heroes? Maria Luz Martínez Seijo, member of the Spanish Congress and Parliamentary Assembly of the Council of Europe, will cover the broader European perspective. She will share with us the results of her and her colleagues' work on Multiperspectivity in remembrance and history education for democratic citizenship.

These keynotes will be complemented by a special event. We are very much looking forward to a cinema evening with Sacha Dench, known as the 'Human Swan', who was named UN Ambassador for Migratory Species. She will take us on one of her trips with a focus on heroes and villains in the natural world and is looking forward to discussing the award-winning conservation film, Flight of the Swans, with us.

You can read more about our keynote speakers here: <https://www.interpreteuropeconference.net/keynote-speakers/>

If you would like to extend your stay in Poland, why not join the pre-conference tour in and around Warsaw: <https://www.interpreteuropeconference.net/pre-conference-tour/>.

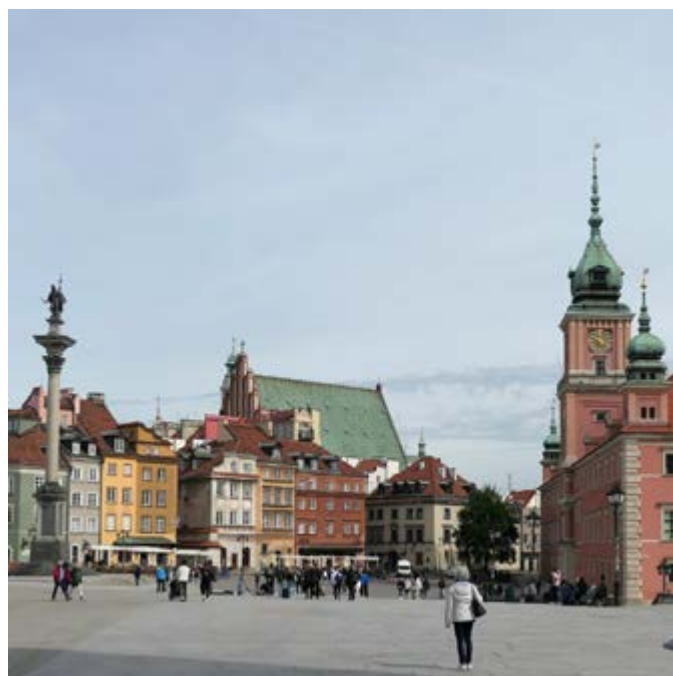
You could also join the post-conference trip to Masuria – ‘Land of a thousand lakes’ – a serene region in northeastern Poland, celebrated for its stunning natural beauty. This will be the perfect place to help us relax after the intense conference days, and we can continue to enjoy informal chats with old friends and new by the tranquil lakes and in charming villages. Find out more here: <https://www.interpreteuropeconference.net/post-conference-tour/>

Do you want to know more about this year’s exciting event and how to register? You will find everything here: <https://www.interpreteuropeconference.net/>

And if you have any further questions, please contact our conference organizer, Anna Wachowiak, at: a.wachowiak@mjpws.pl

More general requests about the conference can be sent to IE’s Event Coordinator: bettina.lehnes@interpret-europe.net

We hope to see you soon in Poland for #iecon25!



Heroes and villains await your interpretation in Poland
(Images: Bettina Lehnes)

A large digital display at the Józef Piłsudski Museum in Sulejów. The display shows a historical scene with a large portrait of Piłsudski and a flag. The text on the display includes "interpret europe conference 2025", "Heroes, anti-heroes and villains: How we use, (re-)create and dismantle them", "11-14 April 2025 in Sulejów, Poland", and the logo for "interpret europe European Association for Heritage Interpretation" and "#iecon25".

interpret europe conference 2025

**Heroes, anti-heroes and villains:
How we use, (re-)create and dismantle them**

11-14 April 2025 in Sulejów, Poland

interpret europe
European Association for Heritage Interpretation

#iecon25

Further announcements

Upcoming events

Keep an eye on the IE website for details of international heritage interpretation events that we are aware of: <https://interpret-europe.net/ie-events-calendar/category/other-events/>

LRE Forum

10-13 March 2025

Krakow, Poland

<https://www.lre-foundation.org/forum/>

Interpret Europe annual conference – ‘Heroes, anti-heroes & villains: How we (re)create, use and dismantle them’

11-14 April 2025

Sulejówek, Poland

<https://www.interpreteuropeconference.net/>

NAI 2025 International Conference

5-9 May 2025

Morocco

<https://nai-us.org/IntlConference/IntlConference/Home.aspx>

6th European Ranger Congress

5-9 October 2025

Piatra Craiului National Park, Romania

<https://www.europeanrangers.org/event/save-the-date-6th-european-ranger-congress/>

AHI 50th anniversary conference

8-10 October 2025

Cardiff, UK

<https://ahi.org.uk/conference-2025/>

And finally...

Thank you for your contributions.

Warm winter greetings from your IE News Team. Marie Banks (UK) – News Coordinator, supported by Anna Carlemalm (Sweden), Abby McSherry (Ireland), Elisabeth Nübel-Reidbach (Germany), and Ivana Zrilić (Croatia).

Any news, projects, thoughts or adventures in interpretation that you want to share?

Send a report and some photos to: news@interpret-europe.net.

Please consider that we like to promote best practice examples in the field of heritage interpretation and follow the guidelines for newsletter authors:

<https://interpret-europe.net/news/guidelines-for-authors/>

Deadline for contributions for the spring 2025 edition: Friday 28 February 2025

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



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



<https://www.youtube.com/channel/UCDbwylo-tJugfsKXIEI21fQ>

As a member you can also join our [closed Facebook group](#) or our Facebook country groups for more regular, informal interpretation chat.

Albania: [Interpret Europe Albania](#)

Bosnia & Herzegovina: [Interpret Europe Bosnia & Herzegovina](#)

Croatia: [Interpret Europe Croatia](#)

Greece: [Interpret Europe Greece](#)

Italy: [Interpret Europe Italy](#)

Kosovo: [Interpret Europe Kosovo](#)

North Macedonia:

[Interpret Europe North Macedonia](#)

Poland: [Interpret Europe Poland](#)

Scandinavia: [Interpret Europe Scandinavia](#)

Slovenia: [Interpret Europe Slovenia](#)

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Empowering all who inspire meaningful connections
with Europe's natural and cultural heritage
to shape our common future