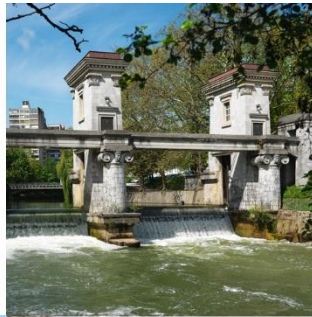


Second Regional Course on Interpretive Planning at World Heritage properties in Europe

Phase 2 Interpretive planning workshop

19-23 September 2022, Ljubljana, Slovenia



Final programme

This workshop is generously hosted by the Ministry of Culture of Slovenia and the Slovenian National Commission for UNESCO, with the support of the Museum of Architecture and Design, the Institute for the Protection of Cultural Heritage of Slovenia, the Museum and Galleries of Ljubljana, the City of Ljubljana and the University of Ljubljana - Faculty of Law.

The workshop is organized in the context of the 150th anniversary of Jože Plečnik's birth, also coinciding with the 50th anniversary of the World Heritage Convention in 2022.

The workshop is part of the broader 2nd Regional Training Course on Interpretive Planning at World Heritage Properties (June - October 2022), which is an initiative of UNESCO, through the UNESCO Regional Bureau for Science and Culture in Europe, in partnership with Interpret Europe.

Hosted by



REPUBLIC OF SLOVENIA
MINISTRY OF CULTURE



In cooperation with



With the support of



Mestna občina Ljubljana
City of Ljubljana



In the context of



Sunday 18 September - Arrival

Time	Activities
18:00-19:00	City tour
19:00	<p>Opening event (venue: the City Museum of Ljubljana) Hosted by Dr. Asta Vrečko, Minister of Culture, Republic of Slovenia</p> <ul style="list-style-type: none"> - Welcome addresses <ul style="list-style-type: none"> o Blaž Peršin, Museum and Galleries of Ljubljana o Gašper Hrastelj, Slovenian National Commission for UNESCO o Matteo Rosati, UNESCO Regional Bureau for Science and Culture in Europe o Helena Vičič, European Association for Heritage Interpretation - Reception and buffet dinner

Monday 19 September – Focus on the site

Venue: the University of Ljubljana - Faculty of Law

Time	Focus	By the end of each activity, participants/teams will be:
09:00-09:30	Setting the stage	<ul style="list-style-type: none"> - Familiar with the course procedures and the venue - Excited to be part of this course
09:30-10:30	Life according to plan?	<ul style="list-style-type: none"> - Familiar with each other - Aware that plans are often subject to change, that resilience is key, and that planning can also mean providing space for things to happen
10:30-11:15	What is heritage and what does it mean to interpret it?	<ul style="list-style-type: none"> - Aware of interpretation as an individual process of meaning-making - Familiar and able to use key words about heritage management and interpretation, such as: <ul style="list-style-type: none"> - natural/ cultural, tangible/ intangible, site-/ collection-based, sensitive - stewards / stakeholders - authenticity and integrity - Able to advocate why: <ul style="list-style-type: none"> - defining anything as 'heritage' is a result of interpretation - every alteration around heritage is an interpretive act - one should encourage 'the people' to interpret conscientiously - Recognize that the interpretive profession first emerged from the US National Park Service
11:15-11:30	Break	
11:30-12:30	Meanings in a nutshell	<ul style="list-style-type: none"> - Conscious of the difference among the sensual perception of a phenomenon, its facts and its meanings - Able to recognize how a phenomenon can become meaningful

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		<ul style="list-style-type: none"> - Cognizant of the role of universal concepts in interpretation - Able to distinguish the difference between topics and interpretive themes, and what makes the latter strong - More familiar with the site
12:30-13:00	Meaning, frames and universals	<ul style="list-style-type: none"> - Acknowledging interpretation as an individual process of meaning-making that can be fostered by interpretive planning - Endorsing the role of universal concepts in interpretive planning - Able to connect a phenomenon with a topic, a theme and a universal concept
13:00-14:00	Lunch	
14:00-15:00	My personal site map	<ul style="list-style-type: none"> - Conscious of the aspects of a whole interpretive experience - Able to develop a personal idea of the genius loci (sense of place), its notable features and past alterations - More familiar with the site
15:00-15:45	How to avoid 'interpreganda'	<ul style="list-style-type: none"> - Identifying frames as part of our lives and understand their role in meaning-making - Able to distinguish ways people are influenced by (framing, priming and agenda-setting) and reflect upon the responsibility that comes with using such tools for meaning-making
15:45-16:15	Strengthening values through planning	<ul style="list-style-type: none"> - Aware when cultural heritage mirrors human values - Acknowledging how heritage can build values - Able to explain how planning relates with values - Conscious of the responsibility of an interpretive planner
16:15-16:30	Introducing the book table	<ul style="list-style-type: none"> - Familiar with key publications in the field of interpretive planning - Able to relate authors against the background of IE's approach to interpretive planning
16:30-16:45	Break	
16:45-17:00	The IE interpretive planning framework	<ul style="list-style-type: none"> - Able to use the IE interpretive planning framework - Aware of the differences among interpretive strategy, interpretive plan and exhibit/ programme plan - In a position to define key terms of interpretive planning - Prepared to link the four qualities of the interpretive triangle to the IE interpretive planning framework - Developing the initial steps of an interpretive planning proposal
17:00-17:15	Assessing the framework questions for the day	<p><i>Procedural activity to:</i></p> <ul style="list-style-type: none"> - <i>Clear up difficulties in understanding the questions</i> - <i>Estimate time and effort each of the questions needs</i>

17:15-17:45	Growing our interpretive planning proposal (Part 1 of 4)	<ul style="list-style-type: none"> - Able to review and put into practice this day's topics, by dealing with the designated framework questions - Ready to ask questions to the site management (Day 3)
17:45-18:00	Daily flashlight	<i>Review activity where all participants share impressions, take-aways and shortcomings of the day</i>
18:30 – 20:00	Visit to Plečnik's House	
20:15	Organized dinner (restaurant: Gostilnica 5-6 kg, Eipprova ulica 17)	

Tuesday 20 September - Focus on the people

Venue: the University of Ljubljana - Faculty of Law

Time	Subjects	By the end of each activity, participants/teams will be:
09:00-09:15	Questions and suggestions	<i>Review activity where all participants share questions, or make suggestions about the course so far</i>
09:15-09:30	The increasing role of participation	<ul style="list-style-type: none"> - Aware of the significance and levels of involving people, as well as of what can be achieved when interpretation is co-created
09:30-09:45	People around the site	<ul style="list-style-type: none"> - Conscious of the groups lying under the title 'people' - Aware of ways to collect information about stakeholders and ways to actively engage stakeholders
09:45-10:00	Stakeholders at the particular site	<ul style="list-style-type: none"> - Able to develop a broad overview of all stakeholders related to the particular site
10:00-10:15	Preparing stakeholder interviews	<ul style="list-style-type: none"> - Ready to run an interview with a particular stakeholder
10:15-10:30	Break	
10:30-11:15	Conducting interviews with stakeholder representatives	<ul style="list-style-type: none"> - Aware of how a stakeholder interview can be run
11:15-11:30	Evaluating stakeholder interviews	<ul style="list-style-type: none"> - Aware of how a stakeholder interview can be analysed
11:30-11:45	Discussing results of all stakeholder interviews	<ul style="list-style-type: none"> - Conscious of the results of all stakeholder interviews of the particular site
11:45-12:00	Drafting a stakeholder map	<ul style="list-style-type: none"> - Knowing the critical parameters for drawing a stakeholder map, by preparing one for the particular site
12:00-12:30	Researching stakeholders online and from publications	<ul style="list-style-type: none"> - Capable to collect stakeholder profiles from online and secondary sources

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12:30-13:00	Aligning stakeholder draft maps	– Ready to improve/finalise the stakeholder map of the particular site
13:00-14:00	Lunch	
14:00-14:15	How to gain information about people around heritage	– Familiar with key terms and tools for visitor analysis, and able to choose the ones most promising for a particular site
14:15-15:45	Collecting information from and about the people on site	– In a position to collect information from/ about people at the site and to draw conclusions from it
15:45-16:15	Exchanging results of the analysis	<i>Team activity for the preparation of the interpretive proposals</i>
16:15-16:30	Break	
16:30-16:45	Assessing the framework questions for the day	<i>Procedural activity to:</i> – <i>Clear up difficulties in understanding the questions</i> – <i>Estimate time and effort each of the questions needs</i>
16:45-17:45	Growing our interpretive planning proposal (Part 2 of 4)	– Able to review and put into practice this day's topics, by dealing with the designated framework questions – Ready to ask questions to the site management (Day 3)
17:45-18:00	Daily flashlight	<i>Review activity where all participants share impressions, take-aways and shortcomings of the day</i>
19:00	Organized dinner (uHotel restaurant, Miklošičeva cesta 3)	

Wednesday 21 September - Management and interpretive services

Venue of the morning session: the City Museum of Ljubljana
Venue of the afternoon session: the University of Ljubljana - Faculty of Law

Time	Subjects	By the end of each activity, participants/teams will be:
09:00-09:15	Questions and suggestions	<i>Review activity where all participants share questions, or make suggestions about the course so far</i>
09:15-09:45	The position of site management	– Competent to assess the management's position regarding the site
09:45-10:15	Questions to the site management	– Able to run an interview with the site management
10:15-10:30	Including findings from the previous session in the planning proposals	– Conscious of how personal observations compare with statements from the site management
10:30-10:45	Interpretive services	– Aware of the main groups of interpretive services
10:45-11:00	Break	
11:00-11:45	Getting into a visitor's shoes	– Capable to assess the interpretive services of the second site (the City Museum of Ljubljana) and to draw conclusions for the site to be planned

11:45-12:00	Introduction to the second site (the City Museum of Ljubljana) by the site management	<ul style="list-style-type: none"> - Able to assess key features and challenges of a site - Cognizant of aspects and issues of the wider region
12:00-12:15	Exchange about the 'visitor experience'	
12:15-12:45	Assessment of existing interpretive services	<ul style="list-style-type: none"> - Ready to assess interpretive services against key qualities
12:45-13:00	Exchange about the interpretive services	
13:00-14:00	Lunch and walk to the Faculty of Law	
14:00-14:15	Interpretive planning for sustainability	<ul style="list-style-type: none"> - Aware of the UN Agenda 2030 for Sustainable Development and Education for Sustainable Development as 'key enabler' - Conscious of how sustainability is part of the course, and of human values that foster sustainable development
14:15-15:15	Addressing values through interpretive services	<ul style="list-style-type: none"> - Aware how values can be communicated in an exhibition
15:15-15:45	Reviewing the interpretive triangle	<ul style="list-style-type: none"> - Able to detect key findings on the four qualities of heritage interpretation - Ready, as teams, to change from reviewing to developing
15:45-16:00	Break	
16:00-16:15	Ideas behind plans	<ul style="list-style-type: none"> - Cognizant of the relevance between meaning-making and interpretive planning - Aware of the difference and the connection between themes and main themes
16:15-16:30	Recalling themes	<ul style="list-style-type: none"> - Capable to link an object to 'something bigger'
16:30-16:45	The creative leap	
16:45-17:00	Assessing the framework questions for the day	<i>Procedural activity to:</i> <ul style="list-style-type: none"> - <i>Clear up difficulties in understanding the questions</i> - <i>Estimate time and effort each of the questions needs</i>
17:00-17:45	Growing our interpretive planning proposal (Part 3 of 4)	<ul style="list-style-type: none"> - Able to review and put into practice this day's topics, by dealing with the designated framework questions
17:45-18:00	Daily flashlight	<i>Review activity where all participants share impressions, take-aways and shortcomings of the day</i>
	Free time	

Thursday 22 September – Planning (1st part)

Venue: the University of Ljubljana - Faculty of Law

Time	Subjects	By the end of each activity, participants/teams will be:
09.00-09.15	Questions and suggestions	<i>Review activity where all participants share questions, or make suggestions about the course so far</i>
09:15-09:55	Key qualities of personal interpretation	– Aware of the advantages of personal interpretation and the qualities of interpretive talks
09:55-10:15	Varied ways of offering text	– Conscious of how non-personal interpretation benefits from quality and succinct writing
10:15-10:45	Implementation of interpretive services	– Inspired to use personal and non-personal interpretive services creatively
10:45-11:00	Break	
11:00-12:15	Outlining interpretive services	– Capable to develop personal and non-personal services, following the four qualities of heritage interpretation
12:15-12:30	Overcoming barriers	– Aware of accessibility issues in a broader sense – Cognizant about the characteristics of different handicaps – Aware of rules and regulations for universal access
12:30-13:00	Providing universal access to heritage phenomena	– Capable to develop interpretive services that allow universal access
13:00-14:00	Lunch	
14:00-14:30	Working with key phenomena for sustainability	– Cognizant of the five attributes of a key phenomenon for sustainability – Able to detect key phenomena for introducing sustainability
14:30-14:45	Evaluation – an ongoing process	– Aware of the steps already taken in terms of front-end evaluation
14:45-15:00	Considering the relevance of evaluation for the own planning proposal	– Distinguish front-end, formative and summative evaluation, and how these apply to interpretive planning – Conscious of the importance of resilience in interpretive planning
15:00-15:15	Break	
15:15-15:30	Preparing interviews with interpretive planners	– Ready to run an interview with an experienced interpretive planner
15:30-16:00	Interviews with other planners	– Able to run an interview with an experienced interpretive planner
16:00-16:15	Assessing the framework questions for the day	<i>Procedural activity to:</i> – <i>Clear up difficulties in understanding the questions</i> – <i>Estimate time and effort each of the questions needs</i>

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16:15-17:45	Growing our interpretive planning proposal (Part 4 of 4)	- Able to review and put into practice this day's topics, by dealing with the designated framework questions
17:45-18:00	Daily flashlight	<i>Review activity where all participants share impressions, take-aways and shortcomings of the day</i>
	Free time	

Friday 23 September – Planning (2nd part) and Conclusions

Venue of the morning session: the University of Ljubljana - Faculty of Law

Venue of the afternoon session: the Ljubljana Castle

Venue of the closing event: the Museum of Architecture and Design Ljubljana

Time	Subjects	By the end of each activity, participants/teams will be:
09:00-09:15	Questions and suggestions	<i>Review activity where all participants share questions, or make suggestions about the course so far</i>
09:15-10:15	Written test	<i>Test activity to review participants' understanding of different topics covered during the course</i>
10:15-10:30	Break	
10:30-11:30	Preparing the presentation of the interpretive planning proposals	<ul style="list-style-type: none"> - Able to present an interpretive planning proposal for a heritage site, to site management, fellow planners and different stakeholders - Ready to follow the presentations of peers and assess their interpretive planning proposals
11:30-13:00	Presentation of the interpretive planning proposals	
13:00-14:00	Lunch	
14:00-15:20	Visit of the Ljubljana Castle	
15:20-15:35	Announcing the result of the presentations and written exam	<i>Review activity about participants' understanding of different topics covered during the course</i>
15:35-15:50	Interpretive planning put in context	<ul style="list-style-type: none"> - Aware of when interpretation must be implemented in a heritage site plan, and of its relationship with planning directives - Conscious of key opportunities and side-effects that interpretation adds to planning
15:50-16:35	Interpretive planning put in the context of World Heritage	<ul style="list-style-type: none"> - Cognizant how interpretive planning can be implemented in a World Heritage site - Aware of possible opportunities a World Heritage site offers for interpretive planning
16:35-17:05	Interpretive planning at the negotiation table	<ul style="list-style-type: none"> - Aware of the interests different stakeholders may have - Competent on how to negotiate with different people/stakeholders
17:05-17:20	Break	
17:20-17:30	My potential as an interpretive planner	<ul style="list-style-type: none"> - Aware of the own strengths and weaknesses as an interpretive planner
17:30-18:00	Final reflection and issue of certificate	<i>Review activity where all participants share impressions, take-aways and shortcomings of the whole course</i>
18:00 - 19:30	Break	
19:30 – 20:00	Transfer to the Museum of Architecture and Design (by city bus)	
20:00 – 22:00	Closing event	<ul style="list-style-type: none"> - 20.00 – 20.30 a brief introduction to the BIO27 exhibition - 20.30 – 22.00 free visit time with open buffet