

HAY FESTIVAL 2019: Europa Nostra contributes to the world's largest arts, literature and ideas festival

🕒 June 11, 2019 | Posted in Networking

On 30 May 2019, Europa Nostra contributed to the 32nd edition of the Hay Festival, the world's largest arts, literature and ideas festival held yearly in Hay-on-Wye, a small town in Wales that is famous for its bookshops. **Sneška Quaedvlieg-Mihailović**, Secretary General of Europa Nostra, participated in the panel entitled 'National identity and the idea of European unity' to tackle, together with other heritage experts, some timely and important questions: *Are local loyalties compatible with the idea of a pan-European community? How do local identities intertwine with a European one? What role can cultural heritage play as we learn to understand each other and accept diversity?*

Irena Edwards, Chairman of the Czech National Trust and **Joep de Roo**, running the Innocastle and OpenHeritage EU-funded projects, were the other panellists on stage. The debate was moderated by **Justin Albert**, Director of the National Trust Wales and Trustee of the International National Trusts Organisation.



Sneška Quaedvlieg-Mihailović
@SneskaEN

Great first experience of [@hayfestival](#) in [#Wales](#) discussing the value & relevance of cultural heritage for our multiple identities &

belonging (local, national, European & global). Thanks
[@PeterFlorence](#) & [#JustinAlbert](#) for invitation; I hope to be back
next year! [#HayFestival2019](#)



19 1:20 PM - May 31, 2019

[See Sneška Quaadvlieg-Mihailović's other Tweets](#)



A lively conversation on the 'multilayerdness' of heritage

The three panellists and moderator engaged in a truly inspirational, lively and very informative discussion around cultural heritage and identity, illustrating the topic with their personal stories, professional experiences and ongoing projects. The session, which was fully booked, was attended by enthusiastic participants from all ages and backgrounds.

Speakers addressed the role of cultural heritage in creating a shared bond and a sense of belonging to a community, be it local, national or European, or all three simultaneously. **Sneška Quaedvlieg-Mihailović**, Secretary General of Europa Nostra, recalled how the tragic fire that devastated Notre Dame of Paris in mid-April felt like a personal loss from people all across Europe and beyond: *“We all felt we were losing something. We can all cherish the local and the European – that is not a contradiction”*, she said. Taking into account this ‘multilayeredness’ of heritage, she also stressed the need to learn history from multiple perspectives and not just from a national one: *“History should be taught and learnt in a multi-perspective approach and in a wider European context to allow the development of a more inclusive discourse that reflects the multiple layers of our identity”*, she added.

Storytelling through cultural heritage

Participants highlighted ‘telling the right stories’ and ‘reaching out to the wider public’ as crucial elements to build a sense of community when developing cultural heritage-related projects. **Joep de Roo** illustrated the former through Innocastle, an Interreg-funded project involving four European regions and aiming, inter alia, at telling the story of our shared European identity through historic castles, manors and estates. **Sneška Quaedvlieg-Mihailović** recommended looking for European and global stories in local communities and in local heritage assets. This is perfectly reflected in the winners of the European Heritage Awards / Europa Nostra Awards scheme, organised jointly by Europa Nostra and the European Commission since 2002.

Irena Edwards, Chairman of the Czech National Trust raised the need to ‘capture the public’s imagination’ through cultural heritage. Indeed, storytelling can radically change the way we experience, engage with and understand cultural heritage.

Cultural heritage as a resource for social cohesion

Sneška Quaedvlieg-Mihailović closed the discussion by talking about the European Year of Cultural Heritage in 2018, which was a unique opportunity to bring our shared heritage to the fore and raise awareness of its value for social cohesion in Europe. *“We can’t reduce Europe to economics – Europe also has a soul and a memory. The real Europe is about our connections to one another”*, she said. She expressed hope that cultural heritage could bring communities back together in the UK and called for more investment in culture, cultural heritage and education to achieve this.

More about the Hay Festival

For over 30 years, Hay Festival has brought book lovers and writers together to share stories and ideas in sustainable events around the world. The festival inspires, examines and entertains, inviting participants to imagine the world as it is and as it might be. The yearly festival lasts 11 days, hosts more than 700 events, debates, interviews and concerts. Hay Festival has expanded to run Festivals around the world since 2006, including Hay Festival Cartagena de Indias (Colombia), Hay Festival Segovia (Spain). Hay Festival Querétaro (Mexico) and Hay Festival Arequipa (Peru).

[Read more here.](#)

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• Programming for heritage

Posted on October 3, 2019



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Everything speaks: Increasing visibility of heritage sites through cultural programming

Our Innocastle partners identified two specific practices they wanted to share from their [study visit to the UK](#) in May. These are now available on the Interreg Europe [Policy Learning Platform](#). And the first, on cultural programming, is summarised below.

Readers directed here from the Policy Learning Platform – please scroll down for a selection of resources.

What's the point of programming?

Today historic castles, manors and estates all face stiff competition from other leisure pursuits. Managers and owners can't simply fling open the doors and expect people to come flooding in!

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The National Trust (England, Wales and Northern Ireland) has found that by far the best way to grow audiences is not traditional marketing or even free tickets, but by changing the offer. Short of appearing in a Hollywood movie, which always drives up visitor numbers, cultural programming is the next best thing.

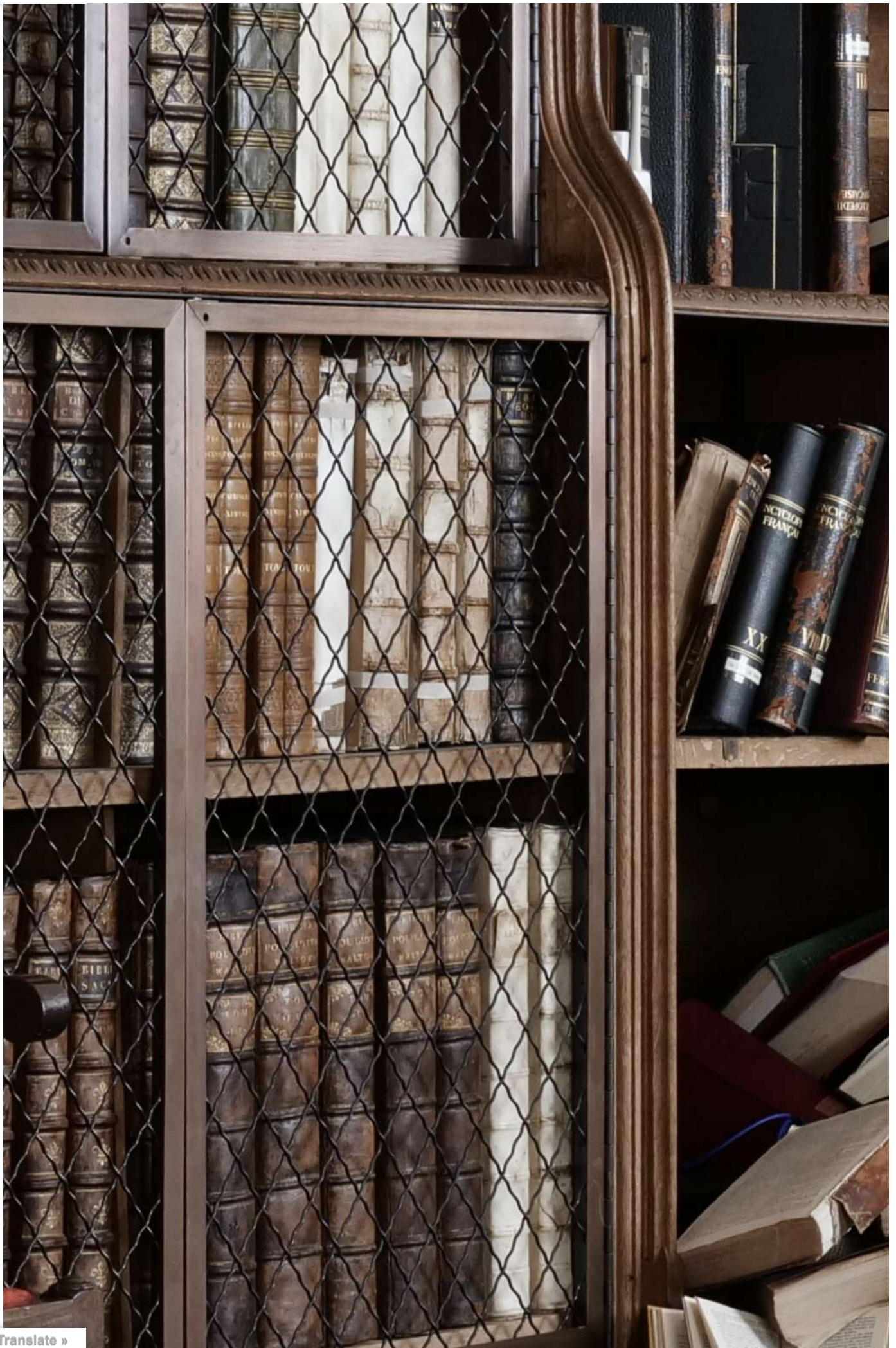
Programming is a way of creating and organising new experiences of your property, and presenting them in a way that appeals to your target audiences, or even different audiences concurrently.

Outdoor sites and gardens attract people back time and again, for a gorgeous walk or a stunning view or a favourite picnic spot. Moreover, they naturally programme themselves through the seasons. But static historic interiors may be perceived as one-off experiences. So programming allows the site to have multiple layers during the year. Thereby attracting an audience back multiple times.

National Trust programming is sometimes an adjustment to things a property already does. Like feeding the deer every afternoon or daily knighting ceremonies. Or it can be more ambitious. Like turning Powis Castle back into a school for the season. Or a high-profile art installation. Historic places are not just an incidental backdrop, in each case they are integral to the whole enterprise.



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The Word Defiant! art installation at Blickling, Norfolk ©National Trust/Neil Jakeman

Resources

Everything speaks – Reasons to return: Questions, tools and sources of inspiration to help you construct a property programme that both conveys the spirit of your place and supports your business plan ([National Trust of England, Wales and Northern Ireland, 2015](#))

Inspiring Creativity – Heritage & The Creative Industries: An excellent set of case studies illustrating the relationship between heritage & the creative industries. Along with convincing evidence for why it matters ([The Heritage Alliance, 2019](#))

Arms Wide Open: Our own INTO Report with case studies and resources from INTO members about the work they are doing to increase diversity, inclusion and equality ([INTO, 2019](#))

Prejudice and Pride – LGBTQ heritage and its contemporary implications: An evaluation of the National Trust's 2017 National Public Programming theme. Firstly, how can heritage organisations uncover, understand and interpret the lives of people closely linked to their sites who challenged conventions of sexuality and gender diversity. Moreover, what is the contemporary significance? And finally, how might these narratives be used to engage diverse audiences in contemporary debates? ([National Trust, 2018](#))

Women and Power – Key findings: A evaluation of four National Trust properties that received funding from the Women's Vote Centenary Grant Scheme and/or were part of the National Partnership Programme with the [National Portrait Gallery](#) ([NPG and Women's Vote Centenary Grant Scheme, 2019](#))

Isolation and loneliness: A research report into a project at Calke Abbey exploring the contemporary issue of social isolation and loneliness in 2019 in order to mark the 200th anniversary of the death of Henry Harpur Crewe, 7th Baronet of Calke Abbey who was dubbed 'The Isolated Baronet' in his own time.

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Official launch of Innocastle and the first study visit in Romania

Posted on October 10, 2018

Tuesday, 9 October

Innocastle, an ambitious new European project dedicated to castles, manors and estates was launched last week, on the 2nd of October 2018 in Bucharest, Romania. We are delighted to be part of this important partnership!



The Innocastle experts at the Marghiloman Manor in Hagiesti, Romania (All photos by Vlad Băscă)

At European level, many castles and manors have difficulties in maintaining or adapting themselves for the future. Innocastle aims to improve policy instruments governing this specific type of heritage in partner regions, through stimulating the exchange of know-how between the five project partners, including INTO/the National Trust.

Innocastle kicked off at Hanul lui Manuc in Bucharest, Romania, followed by a two-day study visit throughout Romania. A team of international experts and policy makers visited several manors in Ialomița, Prahova, Buzău and Dambovită counties to assess the situation in Romania and formulate advice and suggestions for improvement.

Romania has approximately 1000 castles and manors, of which 35% is in an advanced state of deterioration, according to a study by the ARCHÉ Association in 2015. Castles and manors have an enormous potential to become drivers for innovation and tourism, but this will not happen by itself. A shared vision, regional cooperation and political support is essential.

"The situation in Romania is critical, but it's not too late" – declared one of the international participants.



Catherine Leonard addressing the Kick-off Conference

Kick-off conference

The lead partner, the National Institute of Heritage in Romania organised this event. All partners presented the situation in each partner region, the policy instruments addressed in the project and their expectations from the project Innocastle.

"It is very important for us to stimulate cooperation between various stakeholders in Romania through this project, to create innovative policy instruments that are adapted to local opportunities" – Raluca Barbulescu – National Institute of Heritage, Romania.

"We are interested in new visions on how to finance heritage and in ways to stimulate the financial autonomy of castles, manors and estates" – Bert de Roo – University College Ghent, Belgium.

"We are interested in how we can better use castles, manors and estates as an asset in regional development for our region" – Paul Thissen – Province of Gelderland, the Netherlands

"We wish to promote our region as a complete touristic destination. We have 332 castles in our region and wish to promote them as a whole" – Silvia Hernandez Muriel – Regional Government of Extremadura, Spain.

"Being part of Innocastle is an opportunity to learn and share with European colleagues" – Catherine Leonard, INTO representing the National Trust, United Kingdom of Great Britain and Northern Ireland.



Study visit at The House with the Coat of Arms (Casa cu Blazoane) in Chiojdu, Romania

Study visit

The partners visited several castles, manors and estates between 3 and 4 October. A thematic seminar was organised at one of the sites, approaching the themes of public-private partnerships and quality in restoration – two themes of interest for the Romanian partner in designing the action plan to improve the addressed policy instruments in the Regional Operational Programme 2014-2020, Investment Priority 5.1 – Conservation, protection, promotion and development of natural and cultural heritage.

The Royal Family in Romania

A representative of the Royal Family in Romania, lawyer Ioan-Luca Vlad, participated at the conference and the study visit. *"The Royal Family of Romania has a permanent interest to discover how these historic buildings can be put to better use, how they can be properly restored and protected. This project, which I am very happy to attend, helps me to discover examples of know-how and best practices from Romania and the rest of Europe."*



Thematic seminar on the themes public private partnerships and quality in restoration

Conclusions

The study visit in Romania reinforced the premise that the historical castles, manors and estates should be viewed in relation to their local context and encouraged to be seen as catalysts for regional development. Some preliminary conclusions were made at the end of the study visit. An extended report will be published on the official website in the coming weeks.

- Cooperation at local and regional level, but also with the civil society, is necessary for the preservation and transformation of the rich collection of castles and manors in Romania.
- Cooperation should be stimulated and supported by public policies and legislative and financial instruments at national and European level.
- The involvement of local communities in conservation, transformation and exploitation of heritage is essential to ensure sustainable business models that support the local economy.
- Encouraging partnerships (private-private, public-private, etc.) may be the solution to the fragmentation that affects historical estates. Fragmentation, in many cases, hinders the process of transforming these estates into catalysts for rural or regional development.
- Approaching heritage castles, manors and estates from a landscape perspective and at network level is necessary to stimulate regional development.
- Romania has a historical gap in looking at and appreciating this category of heritage, castles, manors and estates – a consequence of the communist period. The importance of publicity campaigns to increase the awareness of these sites has been highlighted by several partners.

You can watch a short news report (in Romanian!) on the study visit [here](#). Catherine's blog is [here](#).



The full press release is available [here](#).

Innocastle – Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and estates. European historic castles, manors and estates have the potential to become local catalysts for regional development and innovation. Innocastle prepares them for the future by stimulating resilient policies for conservation, transformation and exploitation. The consortium of partners is composed of: National Institute of Heritage in Romania (lead partner), University College Ghent in Belgium, Province of Gelderland in the Netherlands, Regional Government of Extremadura in Spain and the National Trust in the United Kingdom of Great Britain and Northern Ireland (knowledge partner, through INTO). The project is financed by Interreg Europe, with a total budget of €1,120,335.00 (85% ERDF, 15% co-financing).



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Kicking off INNOCASTLE (Weekly blog, 5 August 2018)

Posted on August 5, 2018

A blog by Catherine Leor

This week, we have been looking more closely at the INNOCASTLE activity schedule. INTO/National Trust's role is as a knowledge partner. Which means we bring our expertise and experience in all aspects of heritage management. INTO/NT will also lead the learning activities, such as the study visits and peer reviews.

July/August is a terrible time to do anything as everyone is on holiday, but we are making progress!



What is INNOCASTLE?

The aim of Interreg Europe is to help European regions in the drafting and implementation of regional policies and programmes. It does this through experience, knowledge and good practices amongst relevant stakeholders in different European regions.

Our project is called [INNOCASTLE](#) (or INNOVating policy instruments for the preservation, transformation and exploitation of historic CASTLES, manors

Mostly located in rural and remote areas, historic castles, manors and estates (HCME) have the potential to stimulate rural development and innovation. However, their preservation and exploitation requires a shift of paradigm in governance and support.

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By developing new policy instruments to unlock these assets, HCME could act as drivers for job creation, better education, improving life quality and reducing social inequalities.

What does that mean in practice?

The interregional learning is divided into three main activities. Firstly, a joint baseline survey on existing policies and practices. Secondly, study visits to organisations, which will also include a themed seminar and opportunity for peer review. Finally the development of regional action plans to improve policy instruments, using the data collected.

Our role is to provide the methodology for the organisational learning. Thus we will develop formats for the peer review, the participant feedback surveys, reports and the video documentation. We will also provide valuable expertise.



Steering Group meeting in Gelderland, June 2018

Anticipated results

INNOCASTLE seeks to demonstrate the importance of partnership in the sustainable revitalisation and future-proofing of heritage sites. It will alert policy makers to the need for effective funding to enable heritage sites to become self-sufficient. INNOCASTLE will also highlight our shared European identity.

The project will use interregional cooperation to develop new policies for heritage across four regions (Gelderland, Extremadura, Flanders and Romania). Each region has a different emphasis but each will work towards improving the long-term sustainable development of HCME through 3 main perspectives.

Firstly, INNOCASTLE aims to improve governance and better integrate landscape and nature into policy instruments. The second aim is structural changes in efficient funding systems and programmes. Furthermore, INNOCASTLE will develop better ways of attracting and working with private funders. And lastly, it will stimulate new projects focussing on the promotion, visibility and building of linkages between HCME.



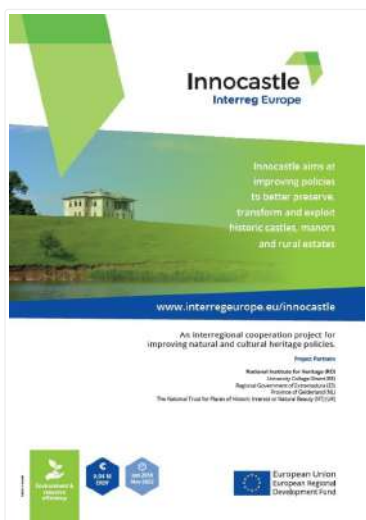
What's next?

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We will work on the methodology over the summer. The project kicks off with the first study visit and thematic seminar in Romania in October. We have provided experts in ruin management and policy development.

In February 2019, a second study visit will take place in Gelderland. We will bring experts in volunteering. And then in June next year, we will host the

Activity continues for 4 ½ years although much of this will be the implementation and evaluation of the action plans, which we will be less involved in.



Why is INNOCASTLE important?

It is an honour to have been approached by the INNOCASTLE partners to provide our expertise for this project. We are taking part and hope to gain a lot of personal learning from the experience, as well as organisational learning. Showcasing the National Trust approach at the European level reinforces INTO's priorities of family, growth and development. Europe is by far INTO's largest regional group and INNOCASTLE will strengthen the INTO Europe family. We will grow Secretariat capacity and experience in sharing expertise and communications. And lastly, by inputting proposals, we will have the opportunity to articulate our INTO voice.

I'm greatly looking forward to the first study visit in Romania in October and will report back then!

Further reading

My earlier blog about INNOCASTLE is [here](#).

More information about INNOCASTLE can be found [here](#).



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