

What...

"Our landscape offers much more than our visitors are aware of"

Such insights often result in initiatives aiming at highlighting the rich cultural and natural heritage:



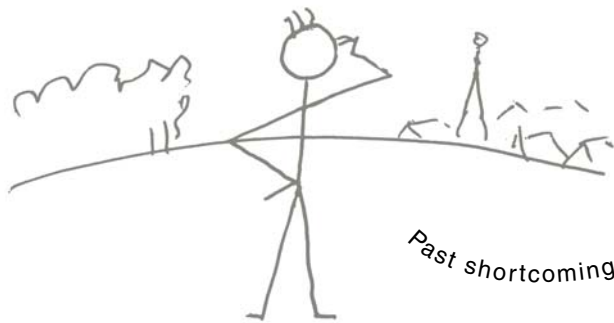
Leaflets, panel trails, folk museums, guided tours and visitor centres should enable visitors to access and experience what make rural areas worth visiting.

No publicity is more efficient than **enthusiastic visitors!** But how to achieve this? The answer is both, easy and difficult: Through Quality!



Frequently underestimated requirements

The success of interpretation depends on many details: For instance to understand your visitors and to choose a message that relates to their personal experiences, the easy readability of texts and appealing graphics... Experience shows: Good ideas would often deserve a better planning and implementation.



Past shortcomings should not be repeated again and again.

How..

Learning from experiences made in the past ...

Transinterpret gathers several rural areas, which jointly develop transferable recommendations and international quality standards. These standards will be placed at the disposal of local initiatives with the aim to implement Best Practice in interpreting their natural and cultural heritage.

Many of the Transinterpret recommendations for heritage interpretation were already tested during LEADER II. Local initiatives can now take benefit from these experiences.

The Transinterpret Regional Advisory Centres provide the initiatives with planning **checklists** containing the **relevant recommendations** for their projects.



The recommendations are based on relevant literature, expert knowledge and practical experience.

Individual projects receive practical recommendations in the form of checklists and personal advice.



Recommendations and standards are further developed according to feedback from practice.

Transinterpret

... and sharing own experiences with others

It's not compulsory to follow every recommendation. There may always be good reasons for individual cases to deviate from a particular recommendation.

Especially these experiences are fed back to the Transinterpret network in order to constantly up-date and amend the recommendations.

International standards are only feasible through joint efforts!



Interpretive services corresponding with the minimum standards may use the **Transinterpret Quality Label** for marketing purposes.



Systematic evaluation helps to identify key factors of success.

The shared database: International recommendations and quality standards

Transmittable knowledge and innovative ideas are communicated during **workshops** on concrete projects.



Who...

Who may benefit from the Transinterpret Checklists?

Transinterpret is at the following LEADER+ areas' disposal:

- Southern Black Forest (Baden-Württemberg)
- Appennino Genovese (Liguria)
- Northern Black Forest (Baden-Württemberg)
- Hohenlohe-Tauber (Baden-Württemberg)

and also accessible by:

- REGIO+ partner Transinterpret Switzerland

Further partners from Greece are joining Transinterpret in April 2007.

Until the end of the development and test phase in 2008 making use of the Transinterpret services is restricted to local project teams being active in these partner areas.

LEADER+...

...is financed by EU and designed to support rural territories (Liaison entre actions de developement de l'économie rurale).

More about LEADER+:

http://ec.europa.eu/agriculture/rur/leaderplus/index_en.htm

For further information:

For further information please contact: Patrick Lehnes (Project Director)
c/o Departement of Physical Geography
University of Freiburg
D-79085 Freiburg
E-Mail: p.mail@transinterpret.net
Telefon: +49 (0)761-203 3595
Internet: www.transinterpret.net

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Why...

What hides behind the name Transinterpret?

"**Trans**" refers to the transnational cooperation and also to the "transfer" of know-how, ideas and experiences.

"**-interpret**" is connected with the concept of Heritage Interpretation. Interpretation reveals hidden meanings, relationships and new insights about a site's natural and cultural heritage to visitors.



And the outcome?

With well conceptualized and well done interpretation you'll enhance

regional identity
environmental awareness
competitiveness of sustainable tourism

Transinterpret



Baden-Württemberg

Supported by the European Community-Initiative LEADER+, the Swiss Regio+, and the state of Baden-Württemberg.

dis-cover the hidden treasures



schaps.de

Transinterpret

