How can heritage interpretation at UNESCO Designated Sites mirror UNESCO’s learning and teaching concepts?

Thorsten Ludwig
Managing Director
Overview

1. Basic qualities of heritage interpretation
2. Values at UNESCO designated sites
3. UNESCO learning programmes
4. Working with values and frames
5. Transfer to our own sites
Glacier Point Trailside Museum,
Herbert Maier, 1925

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John Muir

I'll interpret the rocks,
learn the language of flood,
storm and the avalanche.
I'll acquaint myself with the
glaciers and wild gardens,
and get as near to the heart
of the world as I can.

The interpretive triangle

How can we help people to connect to their heritage?

Heritage phenomena
Interpreter

People

Theme
The interpretive triangle

- We offer paths to deeper **meaning**
- We turn phenomena into **experiences**
- We provoke resonance and **participation**
- We foster **stewardship** for all heritage
The interpretive triangle

Experience

Meaning

Stewardship

Participation
Meaning: What really matters

How does something become meaningful to us?
Universal concepts are meaningful to almost all people around the world.

Considering in pairs...

Which universal concepts could be related to those objects?

Please choose one object and suggest one universal concept.

Can you relate your suggestion to something we can perceive?
The exhibition [The Family of Man*] was conceived as a mirror of the universal elements and emotions in the everydayness of life – as a mirror of the essential oneness of mankind throughout the world.


* First opened at the Museum of Modern Art in New York in 1955, listed on the UNESCO Memory of the World register since 2003, on display since 1994 in Luxembourg
Meaning: What really matters

From more than 60 trends, IE distilled five key trends.

Three of these are linked to ‘purpose’.

*Interpret Europe (2016)*
*European Trends and Developments Affecting Heritage Interpretation.*
*Witzenhausen: Interpret Europe*
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UNESCO World Heritage Site La Grand-Place in Brussels, Belgium
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Fact and meaning

Precision
- narrow, focused, attended to detail, abstract, clear, fixed, static, isolated, decontextualized, general, lifeless

Macchiavellian

left

right

Comprehensiveness
- sustained, broad, open, vigilant, alerted, individual, changing, evolving, interconnected, implicit, incarnate living

Erasmian

Fastfission, Wikipedia

Values at UNESCO designated sites

The role of visitor centres in UNESCO designated sites.
Venice: UNESCO Regional Bureau for Science and Culture in Europe, 22
Values at UNESCO designated sites

Values at UNESCO designated sites

- build peace
- protect our planet
- combat climate change
- end extreme poverty
- protect human rights and dignity
- understand and respect one another
- build bridges and stronger partnerships
- share knowledge and open our minds
Values in an ethic of sustainability

- Basic human needs
- Intergenerational equity
- Human rights
- Democracy
- Interdependence
- Biodiversity
- Living lightly
- Interspecies equity

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ESD teaching and learning strategies

- What content do we cover?
- How do we frame this content?
- How do our approaches mirror our content?
ESD teaching and learning strategies

- Experiential learning
- Storytelling
- Values education
- Enquiry learning
- Appropriate assessment
- Future problem solving
- Learning outside the classroom
- Community problem solving

Global Citizenship Education

- respectful, inclusive, interactive
- learner-centred and culturally responsive
- embedding authentic performance tasks
- drawing on globally-oriented learning
- reflection, self-assessment, peer feedback
- learning in varied contexts
- teacher as a role model

Work in groups at the visitor centre

- What different perspectives on the subject could we offer?
- Is there a strong story or big idea behind that we could refer to?
- Can we refer to heritage in other parts of the world?
- Can we link the past to the future?
- Is there a way to involve local people?
- How can we get visitors in exchange with each other?
- Is there any original object that could be experienced?
- Can we link the subject to a universal concept?
- Can we encourage visitors to relate to their daily lives?

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Interpret Europe
Key phenomena of sustainability

- Protect natural assets
- Equally share natural assets
- Carefully use natural assets
- Past, present and future
- Here and somewhere else
- Ecology
- Equity
- Economy

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Key phenomena of sustainability

Objects or sites that are:

- at the intersection of ecology, equity and economy
- directly related to the people‘s world
- pointing from past or present into the future
- building bridges from local to global concerns
Considering individually…

Which values should we strengthen more for a peaceful and sustainable future?

Which values should we strengthen less for a peaceful and sustainable future?
A Spiritual Life
A Varied Life
A World at Peace
A World of Beauty
Accepting My Portion in Life
Ambitious
An Exciting Life
Authority
Broadminded
Capable
Choosing Own Goals
Clean
Creativity
Curious
Daring
Detachment
Devout
Enjoying Life
Equality
Family Security
Forgiving
Freedom
Healthy
Helpful
Honest
Honouring of Elders
Humble
Independent
Influential

Emphasis on spiritual not material matters
Filled with challenge, novelty and change
Free of war and conflict
Beauty of nature and the arts
Submitting to life’s circumstances
Hard working, aspiring
Stimulating experiences
The right to lead or command
Tolerant of different ideas and beliefs
Competent, effective, efficient
Selecting own purposes
Neat, tidy
Uniqueness, imagination
Interested in everything, exploring
Seeking adventure, risk
From worldly concerns
Holding to religious faith and belief
Enjoying food, sex, leisure, etc.
Equal opportunity for all
Safety for loved ones
Willing to pardon others
Freedom of action and thought
Not being sick physically or mentally
Working for the welfare of others
Genuine, sincere
Showing respect
Modest, self effacing
Self reliant, self sufficient
Having an impact on people and events

Inner Harmony
Intelligent
Loyal
Mature Love
Meaning in Life
Moderate
National Security
Obedient
Pleasure
Politeness
Preserving my Public Image
Privacy
Protecting the Environment
Reciprocation of Favours
Respect for Tradition
Responsible
Self Discipline
Self Respect
Self-Indulgent
Sense of Belonging
Social Justice
Social Order
Social Power
Social Recognition
Successful
True Friendship
Unity with Nature
Wealth
Wisdom

At peace with myself
Logical, thinking
Faithful to my friends, group
Deep emotional and spiritual intimacy
A purpose in life
Avoiding extremes of feeling & action
Protection of my nation from enemies
Dutiful, meeting obligations
Gratification of desires
Courtesy, good manners
Protecting my ‘face’
The right to have a private sphere
Preserving nature
Avoidance of indebtedness
Preservation of time honoured customs
Dependable, reliable
Self restraint, resistance to temptation
Belief in one’s own worth
Doing pleasant things
Feeling that others care about me
Correcting injustice, care for the weak
Stability of society
Control over others, dominance
Respect, approval by others
Achieving goals
Close, supportive friends
Fitting into nature
Material possessions, money
A mature understanding of life

Common Cause Handbook. Machynlleth: Public Interest Research Centre,
p.68-69
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The value circle

Based on:
Sustainability goals include values

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation, and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice, and Strong Institutions
17. Partnerships for the Goals
Sustainability goals include values. Many sustainable development goals rely on self-transcendence values.

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Values stimulate neighbouring values

Spillover effect

Based on:
Values abolish opposing values

Seesaw effect

Based on:
The bridge to the security values

Based on:
Creating positive tensions

Value A (virtue)
openness

Value B (sister virtue)
conservation

Can become

unpredictability
„Non-value“ A

inflexibility
„Non-value“ B

What values can do

Values can:

- serve as motivators
- guide perception
- transcend actions

Personal values imply ratings and might be quite resistant to change.
Meaning is **framing** facts

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**Frames**

- **Surface frames**
- **Deep frames**

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**Home**

could consist of a house and garden, a room with a table, chairs, a cupboard etc…

...but in fact ‘home’ means much more to us.

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The meaning of a word sets its frame

9/11 and the ‘War on Terror’

‘War’ and ‘crime’ represent deep frames.

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What frames can do

Frames can:

- encode meaningful stories with one word
- provide orientation but also create illusions
- trigger values but also hinder them

Frames vary across time, across cultures and across social milieux.
Meaning: What really matters

*General Motors (2014) Broken Fence. Official commercial*
Video: www.youtube.com/watch?v=keEA73JAHlo
Addressing UNESCO’s human values

Interpretation can:

- support self-transcendence values
- build bridges through neighbouring values
- foster understanding for opposing values

It can turn UNESCO designated sites into learning environments that allow to experience UNESCO’s human values.
Considering in pairs...

How are UNESCO’s human values encouraged at your own sites?

or:

How can UNESCO’s human values be encouraged at your own sites?
Background reading

*Interpret Europe (2017)*

*Engaging citizens with Europe’s cultural heritage.*

Witzenhausen: *Interpret Europe*
Background reading


www.valuesandframes.org
Background reading

www.valuesandframes.org
More?

www.valuesandframes.org

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Thank you

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Picture credits:
Wearsunscreen (3), Sierra Club (4), Associated Press (17)