HeiM HERITAGE IN MOTION

INNOVATIVE METHODOLOGIES FOR ADULT EDUCATION IN CULTURAL HERITAGE & ACTIVE AGEING

Newsletter

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"Heritage in Motion" aims to promote the knowledge of heritage at a local and European level for the purpose of encouraging the values inherent in cultural heritage –which make it become a fundamental part of European society's development.

The mapping outputs

After carrying out a mapping about possible heritage resources for seniors, the results showed the current situation in each partner country as far as the value of cultural heritage for over-50 European citizens is concerned.

Based on the mapping results, each partner prepared a national report where they assessed the value of cultural heritage in their respective countries.

The results were subsequently discussed during the second meeting of the Committee of Experts.

The conclusions drawn from the mapping results, the survey, and the recommendations made by the committees of experts will be included in the next project steps.

All partners drew up a national report with the mapping outputs which will be published on the project website www.heimheritage.eu.

SPAIN

2nd MEETING OF THE COMMITTEE OF EXPERTS IN SPAIN

The Spanish work team organised a meeting with the Committee of Experts on March 12th, 2019, for the purpose of assessing the results of the survey administered among its members and the preliminary outcomes drawn from mapping.



MAPPING IN SPAIN

Following a preliminary study carried about the heritage resources available in the Alicante area with the aim of completing the list of heritage-related resources and elements offered by the Committee of Experts, we have worked along three different lines: the compilation of information provided by experts and the preparation of a list of resources recommended by the Committee of Experts; the request for information about cultural heritage at the Alicante Tourist Information Office; and the search on the Internet through institutional tourism portals.



Innovative techniques for older adult training will be implemented during this phase.

ICELAND

VALUE OF CULTURAL HERITAGE

Cultural heritage is an essential part of human beings' identity, and it also constitutes the foundation for close relationships and mutual solidarity in small as well as in big communities. A special responsibility for its protection and transmission falls upon elderly people. Added to their unique status, they have a social duty to bring cultural heritage closer to the younger generations, and seniors' success at this task becomes extremely important to achieve social cohesion.

It is very difficult to minimise the negative effects of retirement and ageing without a previous preparation that permits to lead an active, healthy and socially committed life.





EXPERTS' SURVEY ON CULTURAL HERITAGE

A survey was carried out among experts in Iceland so as to probe their perception about the value of cultural heritage. The results show that experts define heritage as everything that is passed on between generations, and also that we tend to give more importance to cultural elements which, in our opinion, might be in danger of being forgotten or lost to us in some way. Older persons are supposed to understand this better than anyone else.

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CROATIA

2nd MEETING OF THE COMMITTEE OF EXPERTS IN CROATIA

The Croatian HeiM team organised a 2nd meeting with the Committee of Experts on March 27th, 2019. Its aim was not only to present the survey results to the members of the Committee of Experts but also to decide which active routes should stay on the list and which ones should be removed from it.



In addition to acting as advisors the group of experts will lead the process from the very beginning, seeing to it that this phase is really aimed to clarify the lacks in training and the needs of older adults so that they stop being mere experts to become true promoters of European cultural knowledge.

MAPPING IN CROATIA

We held the 1st meeting of the Committee of Experts in Zagreb on January 16th, 2019. This meeting had as its purpose to hear opinions of people with different professional backgrounds about cultural heritage in the Zagreb area. Experts were asked to make a proposal of active routes in Zagreb, including different types of cultural heritage which might be of interest to over-50s. After this 1st meeting with the members of the Committee of Experts, we sent a survey not only to experts but also to other members of the general public who would presumably be interested in this type of project. The interesting results obtained helped us to create a list of 15 thematically diverse active routes. With a view to add details to the proposed active routes before the 2nd meeting, we consulted a variety of books on the history of Zagreb, together with guidebooks and the Internet. During this meeting, the members of the Committee of Experts gave their suggestions about which active routes could be connected and merged into a single route, which allowed us to create a new, shorter list with 9 active routes. Time will tell what results the new survey will bring and where it will lead us.



The active routes created are expected to boost older adults' activity while simultaneously increasing their interest in visiting and exploring European heritage sites.

POLAND

1st MEETING OF THE COMMITTEE OF EXPERTS - WARSAW (POLAND)

The meeting of the Committee of Experts within the framework of the "Heritage in Motion" project took place on January 21st, 2019. The Committee consisted of representatives from cultural institutions, non-governmental organisations from Warsaw and representatives from other bodies dedicated to support older adults.

The meeting provided an opportunity for experts to present activities and proposals developed by the represented institutions and addressed to people above the age of 60. During the discussion, the experts referred to the offer of Warsaw museums and educational institutions focused on older adults. Resources were analysed in terms of their attractiveness and usefulness within the programme for older adults' activation.

Attention was also paid to the availability and appeal (for people aged 60+) of cultural heritage resources in Mazovia, the mapping of which constitutes the first stage of the Heritage in Motion project implementation.

Emphasis was laid on the fact that the designated paths should be accessible for everyone, especially for people with dysfunctions.







MAPPING - CULTURAL HERITAGE RESOURCES

In order to properly verify the mapping, specific objects were selected for each one of the presented routes which —from the experience of regional tourist organisations— might be of interest to older adults. A qualitative description about the availability of the different facilities was subsequently made based on the specific offer of each entity/institution and the contact with their representatives. We adopted a similar model to describe every facility: the SWOT analysis method, i.e. the identification of strengths, weaknesses, opportunities and threats.



In accordance with the above considerations, an effort was made to show the diversity —both in terms of the operation of individual institutions/places/institutions, and more specifically, in what regards the approach to making heritage available to groups of addressees, especially seniors, and educational activities in this area.

Setting in motion and promoting best practice examples in reconciling economic development with the respect for local cultural and natural resources lies at the heart of the concept of heritage tourism development. The active discovery of cultural heritage by older adults means staying in a certain place, refreshing memories, sharing experiences with other people and building social relationships for the future.



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Next actions

SURVEY

A survey will be conducted in each partner country. It will be completed by the older adult target group with the aim of assessing their perception about the value of cultural heritage, their conviction about the need for an active life and their opinion on possible active routes. The results will offer a prioritisation of results, a description of possibilities and an analysis about the value of heritage.

The results of the survey will make it possible to know the motivation and interest of seniors to improve their knowledge about heritage and to maintain an active life. Furthermore, it will allow us to have a first contact with the project addressees and to disseminate its objectives. 100 survey questionnaires will be collected in each country.

TRAINING PROGRAMME

20 people per country will be trained to undertake the research project on the different routes using different tools and technological resources that they will need to prepare the investigation process.