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Subprogramme Leonardo da Vinci. Call for proposal 2013 EAC/S07/12  
Action "Transfer of Innovation"  
Project number: 2013-1-ES1-LEO05-66707

# “INTERPRETING OUR EUROPEAN HERITAGE”

ECVET for transparency and recognition of learning  
outcomes and qualification in European Tourism Sector

**Applicant co-ordinator:** Koan Consulting SL (ES)

**Core Partners:**

Aris Formazione e Ricerca Società Cooperativa (IT)  
Tradenet Global (HU)  
Diesis Coop srl-fs (BE)  
BEST Institut für berufsbezogene Weiterbildung und  
Personaltraining GmbH (AT)  
Consorzio Itaca (IT)  
NEC Notranjski ekološki center, Cerknica (SL)

**Associated Partners:**

Interpret Europe (DE)  
Ayuntamiento de Segovia (ES)  
Regione Umbria (IT)  
Budapest Chamber of Commerce and Industry (HU)  
European Alliance for Responsible Tourism and  
Hospitality (BE)  
Centro Nacional de Educación Ambiental (ES)

## Consortium meeting 7<sup>th</sup> Germany, 25<sup>th</sup> and 26<sup>th</sup> June 2015 MINUTES

## Wednesday, 24<sup>th</sup> March

Participants' arrival at Germany

Participants:

- Elena Benito, José María de Juan (Koan Consulting)
- Adrienn Paukóné Várnai, Dorottya Farkas, András Molnár (Tradenet Global)
- Tomaž Stojanovič (NEC)
- Marie Secrétant (Diesis)
- Claudia Böck (BEST)
- Matteo Ragnacci (Conorzio Itaca)
- Umberto Lepri (Aris)

## Thursday, 25<sup>th</sup> March

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09:30- 10.30 **Meeting venue:**

**Instituto Cervantes Berlin**

Rosenstr. 18-19 Berlin

**Location**

Welcoming by the Spanish partner Koan who introduced the international expert on heritage interpretation and new Managing Director of Interpret Europe, Thorsten Ludwig, to all partners.

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10.30- 11.00

*Coffee Break – networking*

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11.00- 13.00 Work session:

**WP4: Design of professional qualification in tourism sector “European Heritage Interpreter” in terms of activities, tasks, knowledge, skills, competences, units of learning outcomes and related ECVET credits**

During the first hour we reviewed the qualification design second version, taking advantage of the participation of the expert in heritage interpretation and training, Thorsten Ludwig.

Thorsten explained the main differences found from her point of view among [Inherit project](#) (Grundtvig), the [HeriQ](#) project and Interpreting our European Heritage.

The representative of Interpret Europe and the project partners agreed that it is of key strategic importance for the future to take steps to converge in a single professional figure of heritage interpreter, which can be developed by models coming out from the present project and form future projects.

**WP5: Definition and signature of the Memorandum of Understanding - MoU ECVET for the new European common qualification in tourism sector**

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### **“European Heritage Interpreter”.**

During the second hour we reviewed and commented about the advances of the MoU ECVET. So, each partner commented the situation about the signature of the main stakeholders who can sign the MoU in their country. In this sense, the Belgium partner commented the difficulties to obtain the signature of any VET provider, public institution of Education or Tourism or association involved in heritage interpretation activities. In the rest of countries, except in Germany, the MoU ECVET has been signed by both the core partner and a representative institution on VET, Tourism or Heritage Interpretation.

Thorsten Ludwig (Interpret Europe) commented the actual situation of the Interpret Europe association due to the change of Manager. So, the new board has to evaluate the signature of the MoU ECVET. As soon as possible they will send their feedback about.

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13.00-14.30

*Lunch*

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14.30- 16.00 Work session:

### **WP6: “Pilot test on the enforcement of the Memorandum of Understanding - MoU ECVET for the professional figures in nature-based and rural tourism”.**

All partners reviewed the documents worked of both certifications “Interpretive Guide” and “Interpretive Host” in each participating country (Learning agreements/ Credit awarding / Europass model) in order to share the difficulties found in their respective countries.

All partners agreed that the major difficult is to involve the professional of tourism and heritage interpretation activities in order to get the signature of the learning agreement. The professionals in many times do not collaborate with the project because they consider that do not need more certifications or recognitions.

Umberto Lepri, project designer, resolved the doubts of the partners.

All partners will modify the WP6 documents according to the national rules, the needs of the market and the VET requirements.

According to the results R17, each partner will make a brief report about his experience (difficulties, opportunities, chances, etc) on enforcement of the MoU ECVET. This report should highlight the whole activities of the MoU pilot test phase: definition of learning agreement model according to the national rules, searching people interested to get the qualifications and to sign the learning agreement.

The report must be in both English and national language.

The deadline to send the WP6 documents to Koan is 8 September 2015.

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16.00 -17.30

## Info Day and Focus Group

### **Presentation of the Interpreting our European Heritage: The new professional qualifications: “Interpretive Guide” and “Interpretive Host”**

**“European Information day and Focus group, in Berlin, among partners and users, on project results, to inform key actors on quality, relevance and effectiveness of project results, for their transfer to decision-makers and for their adoption and application by end-users”**

The National Infoday and Focus group was run by José María de Juan, Director of Koan Consulting and expert on Heritage Interpretation and Responsible Tourism.

The first part of the event, José María de Juan presented the project (aims, participating countries and the partners, work packages, results expected and achieved so far and so on). He then completed the presentation explaining the benefits of the heritage interpretation in the tourism sector and how the recognition of the two professional qualifications can enhance the labour situation of the professionals and improve the level of quality of the services in museums, guided tours, interpretation centers, heritage sites, etc.

Thorsten Ludwig (Interpret Europe) introduced the Interpret Europe association. He shared with the participants the results of the Grundtvig project on Heritage Interpretation, [Inherit project](#) and the [HeriQ](#) project in which Interpret Europe has collaborated as a core partner.

During the Focus group emerged new proposals to continue with the project in the future. For instance, a good idea was to develop a course for modules in different countries and based on the main resources of the country. For example, in Toscana can be the landscape module or in Madrid the cultural heritage module. Also, Thorsten suggested that the curricula should be modular so that the professionals should have the opportunity to study certain modules according to their needs.

The German national infoday and focus group was represented by the tourism sector (Guides and tour operators), professionals of heritage management, sustainable/ responsible tourism and heritage interpretation, students of tourism, etc.

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17.30- 18.00

*Coffee Break – networking*

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20.00h

*Social Dinner*

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**Friday, 26<sup>th</sup> March**

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9.00- 10.30 **Meeting venue:**

**Instituto Cervantes Berlin**

Rosenstr. 18-19 Berlin

**Location**

**Project work planning, in particular for:**

**WP1: “Calendar”**

Review the dates of the final meeting in Belgium.

All partners agreed the dates of the final meeting on 16 and 17 September 2015.

We reviewed the Belgium draft agenda in order to define the speakers of the national infoday. We would like to invite a representative of the European Federation of Tourist Guide Associations, a representative of Vocational training and adult education of the EU Commission, someone of Belgian Team of ECVET Experts and of the heritage interpretation/ tourism field.

Jose María de Juan will be the moderator as both expert on heritage interpretation and responsible travel and leader of the project.

All partners will contribute in the dissemination to try to reach as many people as possible and to achieve good results.

**WP7: “Quality management”**

Koan informed partners that the next deadline of the 5<sup>th</sup> Quality Report will be on 16 September. Also, each partner must do a brief report about the quality process control.

**WP 8 “Dissemination and exploitation of project results”.**

Koan insisted again to the partners that the dissemination activities should be increased in the last stage of the project.

Koan reminded the partners the need to justify the dissemination activities done in their own Country.

The partners will send a brief report to Koan about their involvement in the call of national infodays (screenshot of social media, emails forwarded to the contacts with the invitation of the save the date, etc)

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Marie (Diesis) proposed to publish an article in the "Voyageons Autrement.com" (web about responsible tourism information) to disseminate the results of the project and to communicate the date of the Belgium national infoday (16- 17 Sep)

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10.30 – 11.00

*Coffee Break*

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11.00 – 13.00

Administrative, financial and managing aspects of the Interpreting our European Heritage project and partnership: reporting procedures; the communication and information procedures; the collection of data for reporting.

- Relevant aspects to take account for the final report

Koan presented the main aspects of administrative, technical and financial aspect to take account for the final report:

- The **attendance to consortium meeting** is mandatory and the partners must justify the reason for not assisting
- All partners must be much more **involved in the dissemination** activities of the project
- The **results** must be **translated** into the national language of each partner
- A **brief report** of each event or national infoday must be submitted together to the list of assistances and pictures.
- The **travel costs in your city** are not covered by the project
- Only the **costs of personal** involved in the project are covered within the project
- In case of **any extra days** for each meeting a justification is strictly needed
- As well if you are going **to travel from a different city** than your organization, a justification is strictly needed for avoiding duplicated funding
- **Subcontracting Experts:** The costs of the experts will be included in this item budget when a contract has been previously signed
- **Invoices and Contracts:**
  - The project number must be always included
  - In all the invoices and contracts, main concepts have to be translated to English (such as: invoice concept, description, dates, rate of exchange, etc.)
  - Invoices related to translations: Always specify and explain clearly the document or result that has been translated and in which language
- **Staff costs:** To allocate the total effective days worked in the

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project, in order to avoid duplicating fundings. Based on real costs

- All partners must **send their expenses before the end of July** (costs incurred from April to July of 2015) to **Alice Bancet**: [alice@koanconsulting.com](mailto:alice@koanconsulting.com)
- Please inform her about the availability of the person in charge of the financial following up during July-August 2015
- Keep in mind that the **30th of September 2015**, it will be the **last day to impute costs**
- Do not forget to include the **project number** in every document or invoice
- Please confirm that the documents scanned are **readable**
- Please **describe the activities** of each person (category) in the financial templates
- Please include the project logo in each time sheet
- Please check that you have already **sent all the justifications** to the comments sent by the AN to the Interim Report

Koan informed partners about the situation of Budget Amendment Request submitted. The leader will send them an answer as soon as the Spanish National Agency informs us.

Finally, it had a discussion on a second part of the project and the options to submit an Erasmus + project in October.

The second part of the project could be an Erasmus + of mobility between the participating countries. So, the real possibility until the National Institutions recognize the qualifications, it is to develop the courses under the umbrella of the private VET provider.

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13.00

*Free time/ Participants departure*

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