MaxiGreen Conference, Ville de Marck

WP2 *in situ* Interpretation of Natural Heritage Workshops

21st March 2013

NEW INFORMATION AND COMMUNCATION TECHNOLOGIES INTERPRETING NATURAL HERITAGE

Presentation by Pixelworks

Mobile Explorer
- Thurrock Council develop trail on mobile phone app. Pilot project GPS technology re: information.
    - Coalhouse Fort
    - Riverside Trail
    - Military and Heritage
- app branded
- location aware
- 10 steps defined on map, information given, audio and photography.

Themes
- Social
- Military
- Nature
- French language

Nature Trail
- Shows information about wildlife
- Directions and signs

East Tilbury Village
- Beta Trail
- Social history

Best practice for creating a mobile wayfinding application
- Community engagement
- archaeologist / expert input
- schools and senior schools
- script writing
- content creation
- storytelling
- Digital delivery and social engagement
- Ability to share information within app, i.e., Tweeting
- Create hotspot on map – becomes trigger zone
- Built in editor within browser.

Costs
- Funding required
- Need to market the app – tell people about it
- Need to gather statistics on usage
- Approximately €3,000 to create the platform
- Use your own content, help with storytelling
- Coalhouse Fort project cost €50,000
- Consider licensing fee re: software access

Presentation by Ville de Loos en Gohelle

Site is a former mining area closed in 1986 with historical features. It is a flagship project and Municipal World Heritage site. There is capacity for sustainable development.

Interpretation
- The past of the city from mining
- History and engaging local community
- Implement strategy and policies
- All population to make it their own – sense of ownership – to be involved from the outset
- Implemented a blog to inform residents
- Internal project team
- Scientific committee

Physical and technical means for information
- New technologies – interactive voice mail services
- QR codes – info at various stops
- Direct access, triggered at various places
- Videos, images, 3D models with QR codes
- Paper leaflets, tablets and smart phones available
- Customised interpretation with various themes
- 30% of choice re: tenders – service providers given the final decision
- Experts all worked to implement project
- Electronic powered bikes for people to travel

<u>Presentation by Essex Wildlife Trust</u>

- Developing digital media need to be ongoing
    o Design work important
    o Ongoing updates and corrections essential
    o Add new interest – new upcoming events etc.
- Trial and error
- Use different social media – Facebook, Twitter, web pages, links
    o Social Media Dashboards – Hootsuite

- Accessing our message – understanding who uses the different social medias
    o Facebook is useful for parents and teachers
    o Reach different audiences by linking with different sites and partners

- Many different ways of reaching our audience
    o Websites can be used for booking onto events
    o Comments and feedback show potential interest in a project
    o Get messages out there in different mediums
- Don't just rely on one medium, consider several and mix your marketing e.g. Posters (show web-links)
- Use of social networking like Twitter can be updated in real time. It needs to be regular but can be time consuming.

CREATIVE INTERPRETATION FURNITURE

Presentation by Provincie Antwerpen on the Rupel Claypits

Interpretation furniture is the means of getting messages out to visitors and users of a site. A variety of techniques can be used but must be coherent, appropriate and consistent. In order to ensure this, there must be a cohesive approach with a number of aspects considered.

- Uniform or consistent use of furniture
- Stories to be linked between sites e.g. museum with claypits
- Regional narratives
- Themes (for mapping, waymarking etc.)
    - Clay – red
    - Water – blue
    - Nature – green

Decide places of interest and how they interlink with themes: 'Must Sees'

Furniture should relate to the hierarchy and the narrative
- Map out where to place furniture
- Styles can be different but build on existing framework
- Link style of furniture to the site e.g. wooden brick mould as frames for interpretation panels

Finance – prioritise main furniture.

Stories – Take an objective stand point – gather information written by external experts

Show flexibility for change and keep identity of each partner whilst also maintaining an overall theme.

Presentation by Agence Presence

Start with users' point of view
- How do the target groups behave? – observe

Use of colours based on the identity of the area, e.g. colours and style based on a local, prominent artist.

External exhibition – models, interactive games, sound boxes.

Signage to prepare visitors for visit – based on landscape, shape and materials.

Where information is not visible, e.g. a battle site with no memorials etc., interpret with mobile app instead of marking nothing.
- Use QR codes

Presentation by Pic Bois

Consider how materials will be used when they reach the end of their life
- burn
- non-harmful materials – not landfill
- Recyclable

Multilingual, simple – adapted to all readers

To be durable to weather, safe, easy to keep, fun, playful, hide clues, guide people to what they will see.

- Transparent materials – integrates with landscape – window.
- Refrain from large panel – take advantage of the landscape.
- Smartphone technology – future proof

Presentation by BlackBox AV

Outdoor audio interpretation
- aim to visit, dwell, learn and return

Electronic display
- battery powered visuals by solar dynamo
- crank handle to hear audio

NFC (Near Field Communication)
- Swipe against receiver like Barclaycard and Oyster Card.
- Will eventually replace QR codes
- 40mm size
- Personalised interpretation
- NFC chip behind QR code so phone can scan
- Already in android phones and Blackberrys

EDUCATION AND PARTICIPATION KITS

Presentation by Provincie West-Vlaanderen

Participation is the key - to engage children they need to experience
- Take them out of the classroom
- Provide equipment
- Brochures – how to make your own kit

Presentation by Agance Miss'yl

Build educational kits for teachers
- Kits can be used by external organisations, private companies etc. who want to communicate ideas to schools.
- Adapt aids to school practices of teachers – work with teachers and experts in the areas e.g. food experts
- Provide an assessment questionnaire for opinion on the contents of the pack

Presentation by Southend-on-Sea Borough Council Museum Services

The key is to have fun and learn through doing
- Re-enactment is an excellent way to learn history
- Fun and exploration
- Use of a building and venue as part of the kit. Do not forget the importance of your surroundings to aid the education.
- Dress up – fun helps people to learn
- Children love disgusting facts and answers to amusing questions 'how did people go to the toilet in the 1400s?'
- Better to have 3 facts learnt through fun than 10 facts taught and forgotten immediately afterwards.

<u>Presentation by Gemeente Rotterdam</u>

Link education packs to the surroundings and use to teach important issues and lessons

- Kitchen gardens and school garden for healthy eating
- Small farms and petting zoos for farming and animals

Work with partners:

- Energy company could provide a pack on forces (push, pull, twist or electromagnetic etc.) – how energy is made
- Solar energy

Provide posters with information (schools or take-home)

NATURE RANGERS: CAPTIVATE IS MY JOB!

<u>Presentation by CPIE Flanders-Maritime</u>

- CPIE has a permanent centre for Environmental Initiatives
    - Offers Environmental Education
    - Provides access to natural areas
    - Provides training

- Approach is bottom up
    - Nature Guides – Guided walker
    - 10 day training period (Saturdays)

- Growing at regional and national level
- Meets the needs of everyone
- Wide range of audiences
- Citizens to take ownership over their territory and environment
- Different approaches to use – adults and children etc. for interpretation

<u>Presentation by Gemeente Rotterdam</u>

The site is 300 Hectares – 100ha Water, 80ha Grass, 120ha Forest. It is a heavily used forest with 2 million visits per year. There is a high level nature value in forest. The recreational areas are well used for sailing, swimming, sports etc.

Communication with stakeholders and visitors
- Involve partners
- Involve the Council
- District organisations
- Use of maps (hard copies)
- Local & seasonal information
- Press releases – Get the press on side for future work with them
- Good lines of communication to public and back – positive way of promoting the forest

Presentation by Essex Wildlife Trust

- The location is stunning – use that as a means to captivate people
  - Parts of the site has protected status, SSSI, parts have important amenity value
  - There needs to be an awareness of information

- The wildlife is an important means of enthralling and engaging people.
  - There needs to be access to wildlife
  - There needs to be time and space to see these sights

- Projects should be marketed to inspired people and lead them to action
  - Techniques should be age appropriate
  - Techniques should be ability appropriate
  - Need to consider ways that children learn and what they remember

- Essex Wildlife Trust works in regions. The organisation currently has 8 visitor centres, 80 reserves, 100+ staff and 2,000 volunteers. These can be used in different ways to reach different audiences. Each area has its own 'appeal'