

What is new in ERIH 2020? Or better: What is planned?

Dr. Adam Hajduga, Vice-President
ERIH Annual Conference 2019, Berlin, Germany



European
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Creative Europe 2017-2020

- Funding for European Networks
- Third Year of funding started on 1st October 2019
- Budget 279.000 Euros per year (224.000 EU funds, 55.000 co-financing ERIH)
- 4-years-framework agreement
- Ends on 30th September 2021



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So, what are we going to do in 2020?

Official website
of the Council of Europe
European cultural
heritage network



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External marketing & promotion

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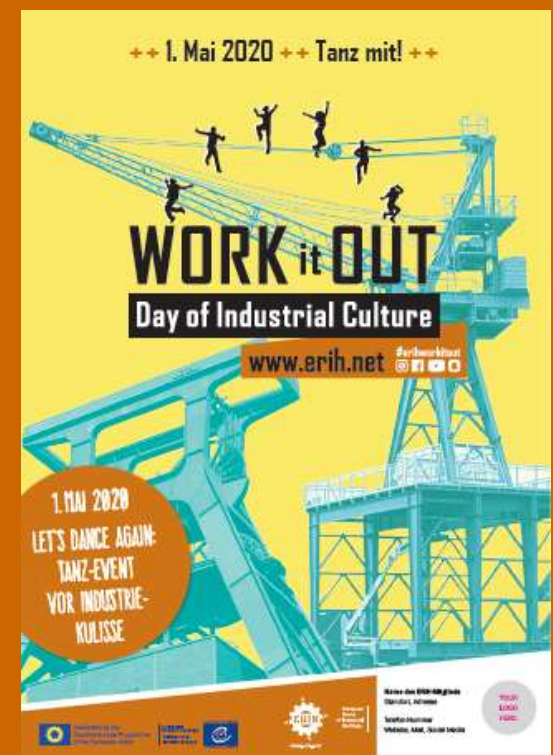
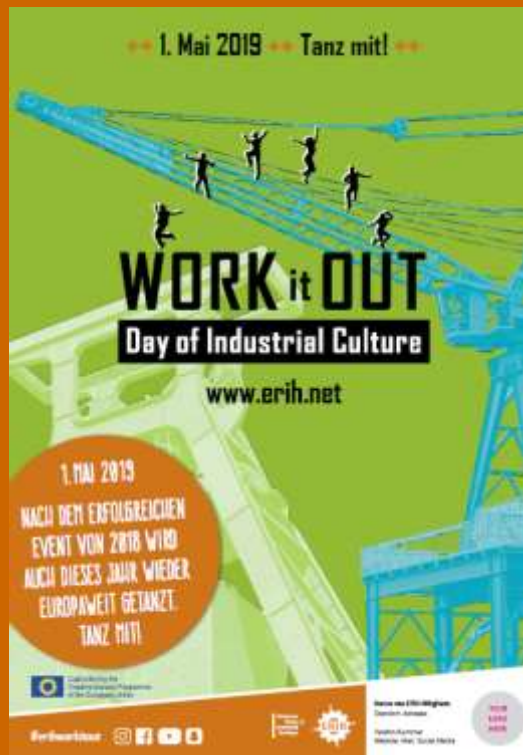
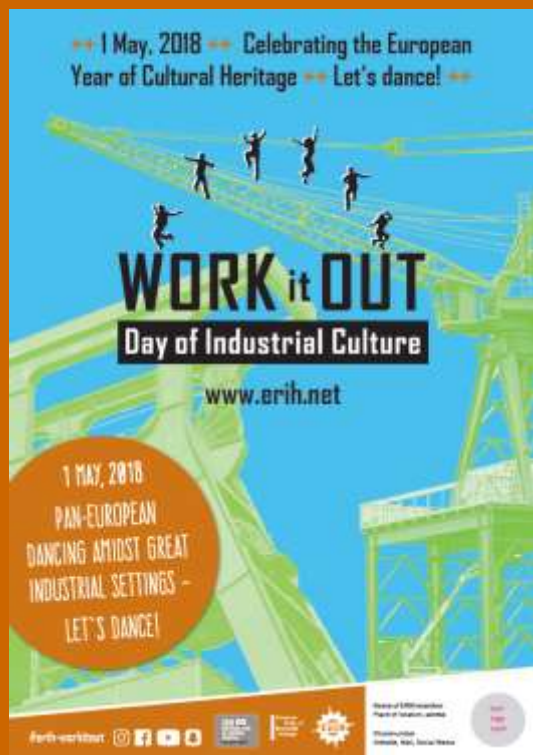


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WORK-it-OUT 1st May 2020

3rd Edition of the successful dance event



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Suggested time table WORK-it-OUT 2020

End October 2019	Invitation to participate
November 2019	Composing new Music
December 2019	Development of Choreography
	Registration of sites
January 2020	Production of Tutorial video, music etc.
	Sending to participants
February 2020	Social Wall programming
	Development social media campaign
	Sites: order for caps
March 2020	Social Media campaign – Making-of
	Production of caps
	Production of marketing tools (poster, hashtag poster)
	Sites: Information what is going to happen at their sites
April 2020	Distribution of caps
May 2020	Dance
	Sites: Take video and send it
	Deadline: 15 th May
	Competition WORK-it-OUT Award
June 2020	Production of composite video
	Winners of WORK-it-OUT Award
	Social media promotion



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If you have ideas, improvements, wishes
for WORK-it-OUT 2020,
please let us know!



WORK-it-OUT 2019 - ERIH in motion - the video

Promote ERIH as Cultural Route of the Council of Europe



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Cultural route
of the Council of Europe
European cultural
route of the Council of Europe

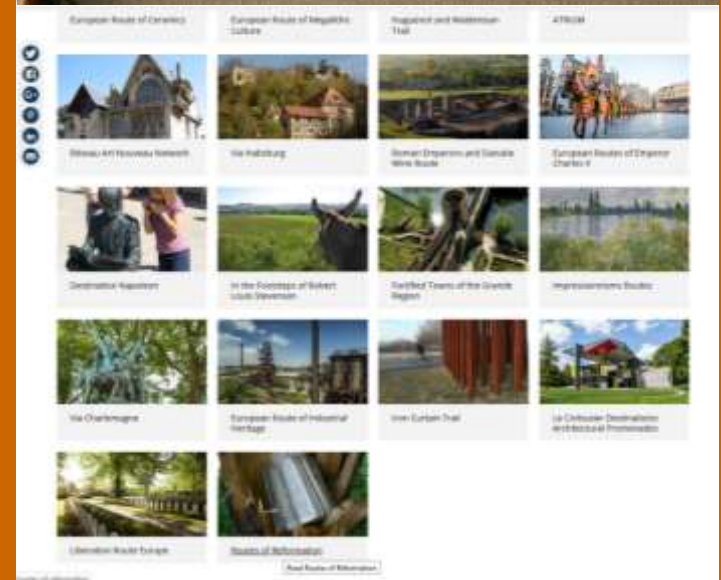


ERIH as Cultural Route of the Council of Europe

The label is a quality seal for ERIH

It enables us to:

- Exchange with other networks and routes
- Learn from each other
- Get contacts in different countries
- Benefit from cross-marketing



Intensify cross-marketing at ERIH sites



ERIH PRESENTATION „CHANGE WITH AN IMPACT“

The main element presenting at the exhibition –
8 ERIH`s regional routes.



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ERIH PRESENTATION „CHANGE WITH AN IMPACT“



Book the exhibition – Big version

- Exhibition was shown in Zollverein WSH, Essen, Germany (1/09 - 15/10/2017) / in Leoben, Austria (1/09 - 5/10/2018) during the industrial heritage festival of the Styrian Iron Route) / currently stored at Voelklingen Ironworks WHS, Germany.
- Five panels can be exhibited at your site.
- Shipping is organised and paid by ERIH.
- => If you want to book the exhibition, please contact the ERIH office.



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Exhibition „Change with an impact“ – mobile version

- 12 Roll-Ups (1.20 x 2.00 metres)
- Packed and shipped by ERIH

=> If you want to book the exhibition, please contact the ERIH office



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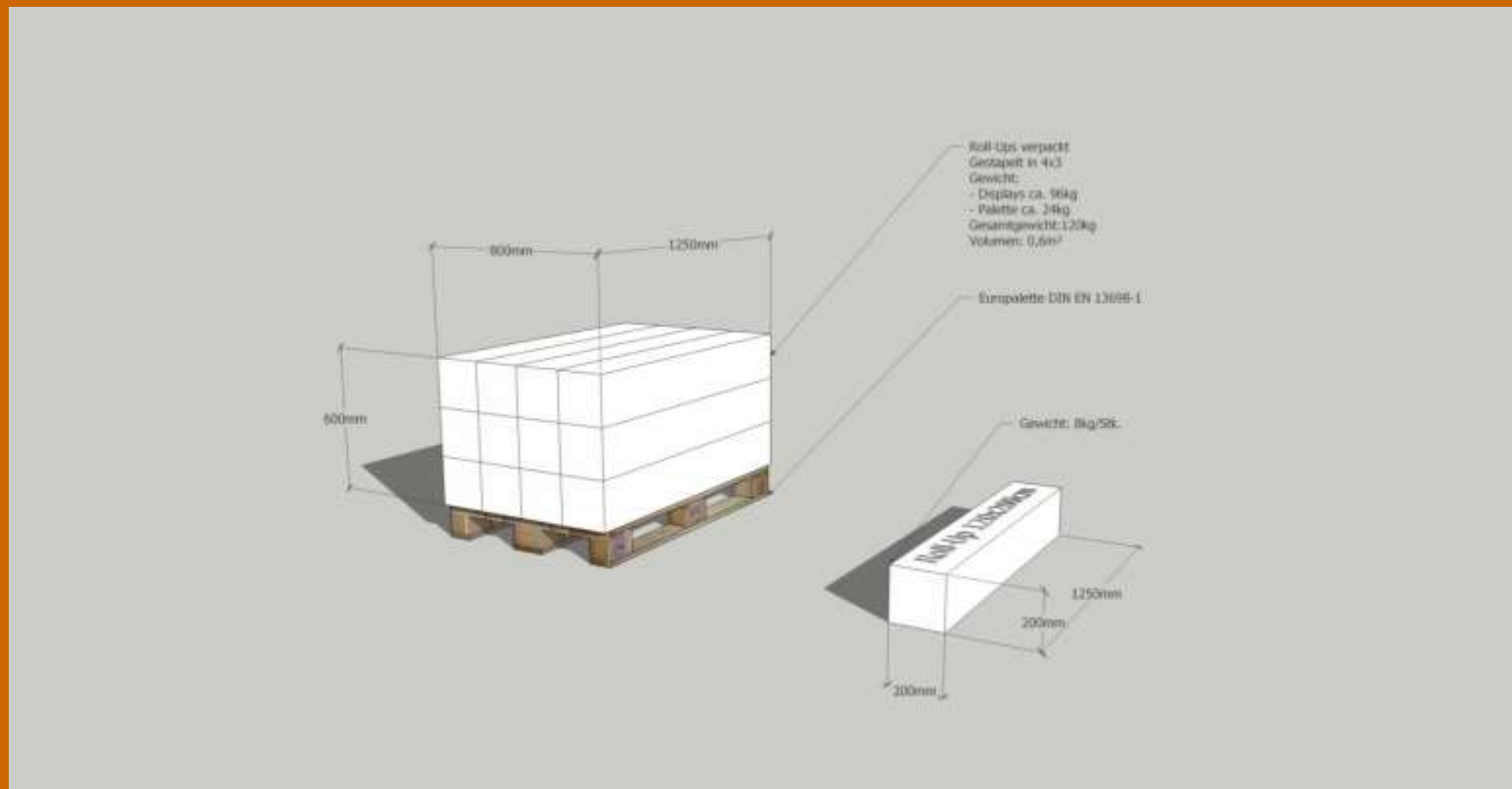
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Book the exhibition – mobile version





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Project „Linking Europe“

- Identify exhibits in different sites that show European connections.
- The „link“ can be a machine, tool, common history, persons (entrepreneurs, inventors etc.), buildings...
- The object is branded on site (at least one month).
- The whole „collection of links“ is shown as a virtual exhibition on the ERIH website.



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HOME

I WANT TO GO THERE!

HOW IT STARTED

ABOUT ERIH

PROJECTS

WHAT IS NEW?

SERVICE



DE

[HOME PAGE](#) / [PROJECTS](#) / [OBJECTS AND STORIES "LINKING EUROPE"](#) / [LINKING EUROPE](#)

LINKING EUROPE

OBJECTS, STORIES AND TRACES MAKING CONTEXTS OF EUROPE'S INDUSTRIAL HISTORY VISIBLE

Mustertext: Europe's industrial development has been unthinkable since its inception without cross-border trade in raw materials and commodities, the transfer of knowledge and technology, and large scale population movements as a result of labor migration. The object exhibition "Linking Europe" focuses on the traces and testimonies of these developments, makes contexts visible and conveys European history in a local context.

The participating sites will focus on objects that are exemplary of the European, and also global, dimension of industrial development. Smaller objects can be exhibited in a prominently placed showcase. Additional information can be presented in such a display case or larger signs can be placed in the open space for larger objects or buildings of the industrial cultural heritage. Typically, these are object pairs, at least one of which is related to another site in Europe. The number of pairs of objects in the display case should be limited so that the objects appear "exposed" and not "set". Mustertext



Branding „Linking Europe“ – in your museum





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European cultural
and heritage heritage



Linking
Europe



The backbone of the modern age

Blast furnaces in Hattingen & Puerto de Sagunto

Cities, traffic routes, tractors, tanks – steel is the material that Europe's modern age is made of. Starting in the UK in the 18th century, iron and steel production dominated the entire European economy.

Two striking examples are the Hainichhütte in Hattingen, Germany, and Altos Hornos in Puerto de Sagunto near Valencia, Spain. Both locations attracted foreign investors because of their proximity iron ore deposits. Both ran their blast furnaces with coke and produced a variety of iron and steel products. Both accommodated foreign workers in newly-built housing estates, equipped with educational and health facilities, examples of planned urban communities offering a good quality of life.

In the mid-1980s, both sites had to close and thousands of jobs were lost. But structural transformation can create new perspectives. Today, both works are exciting industrial museums telling the story of iron and steel right up to the present day. And as a special highlight, visitors to both locations can admire the preserved blast furnaces from lofty heights – and so, the blast furnace has become the symbol of this joint project.

A virtual exhibition of the locations participating in "Linking Europe" can be viewed at www.erih.net and on the ERH website.



► 1.430,45 km to Hattingen

Linking
Europe



The backbone of the modern age

Blast furnaces in Hattingen & Puerto de Sagunto

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► 1.430,45 km to Puerto de Sagunto



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Internal marketing & cooperation

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Project „Twinning of sites”

=> 3rd edition

- November: ERIH members will receive an invitation to apply for the twinning project
- 2 pairs (4 sites) can exchange until September 2020



Project „Twinning of sites” – encourages

- ... learning from each other best practice for effective use of disused industrial structures and buildings
- ... exchange of staff (managerial, curatorial, front of house, tour guides, volunteers etc.)
- ... exchange of exhibitions
- ... exchange of experience, skills and know-how, common marketing and activities...
- ... European Story-telling (exhibition „Linking Europe“



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Twinning of Sites - Conditions

- The „Twin“ Sites submit an application together
- Evaluation by the ERIH Task force
- ERIH takes over travel and accommodation costs up to 1,500 Euros
- Maximum 3 people travelling
- Exchange should be completed by 30th September 2020
- Reporting of results, transferrable outcomes, lessons learned etc.



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Twinning of Sites 2019



**Hattingen-
Sagunto**

**„From arranged
marriage to real
love“**



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Twinning of Sites

Zabrze -
Blaenavon



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the European Union
Erasmus+ programme
by the Government of Wales



COOPERATION OF EUROPEAN
UNIVERSITIES

European Academy of Industrial Heritage

The Challenge: all sites in Europe face the problem to find well educated staff.

- The demand is special: Industrial heritage maintenance and management is not the same as other cultural maintenance and management.

How can ERIH help?

- Develop and provide lectures (first edition at the University of Saarland, Saarbruecken, Germany).
- Develop a certificate „industrial heritage“
- Integrate a data base with universities and educational offers on the website.



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Succession planning

The Challenge: The first generation of industrial heritage makers (often former workers) retires.

- How can we make sure that skills (handycrafts, skills, knowledge about machines and techniques) do not get lost?
- How can this knowledge and skills be transferred to junior generations? How can succession be secured?



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Succession planning:

The activities:

- To develop ideas what kind of services ERIH can offer (data bases, platforms for knowledge transfer, link list to existing offers...)
- Seek cooperation of existing conservation networks (TICCIH, museum associations etc.)
- Develop ideas for common activities and services which might lead into a European funding project



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Volunteers management

The Challenge: Most of the sites rely on volunteers, sometimes even many more people than employees.

- How can the sites make sure that activities are well coordinated?
- How can volunteers be successfully trained and managed?

The activities:

- Master thesis for researching examples of good practice to get valid data
- Encourage exchange between sites (twinning of sites)



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ERIH Industrial Heritage Barometer 2019

- Online survey
- in co-operation with our member Regionalverband Ruhr
- Goal: collect numbers, data and facts about Industrial Heritage in Europe
- participants 2019: 113 of 325 requested sites
- results: see website > section „project“
- Survey 2020 in April / May 2020
- Please join in!



New Media

The Challenge:

- New media is really important but changes are rapidly and hardly reliable data about „Which social media channels are working?“ and „Which target groups can be reached?“

The activities:

- Collect best practice examples from ERIH members and encourage exchange.
- Offer workshops for the ERIH members at the national level



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ERIH Annual Conference 2020 in Gent

At the ERIH
Anchor Point
Museum of
Industry

Save the date
7 to 9 October
2020



ERIH Conferences

- 2021?
- 2022 – Esch-sur-Alzette, Luxembourg (European Capital of Culture)
- 2023?
- 2024?
- 2025?

If you want to host the
ERIH Annual Conference,
please contact the ERIH office
germany@erih.net



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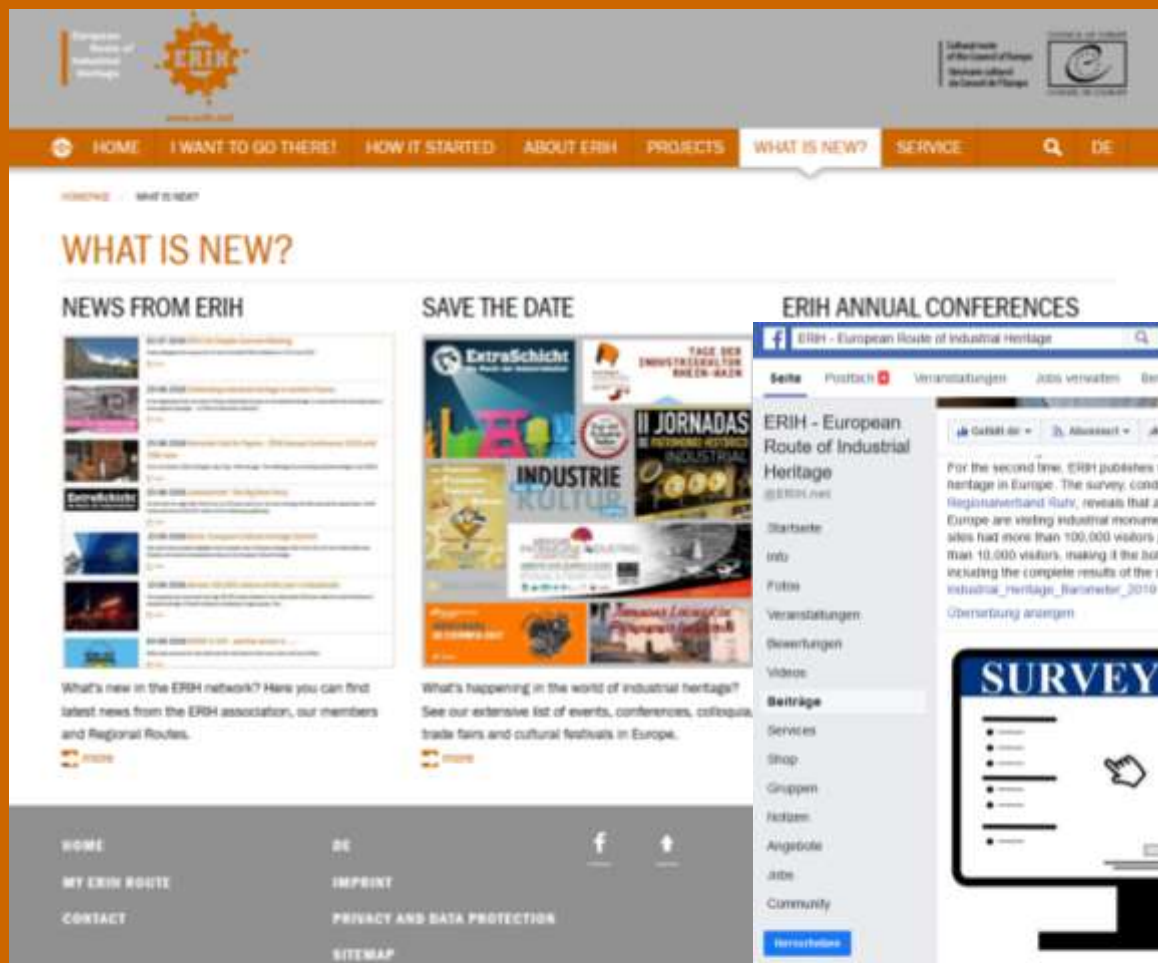
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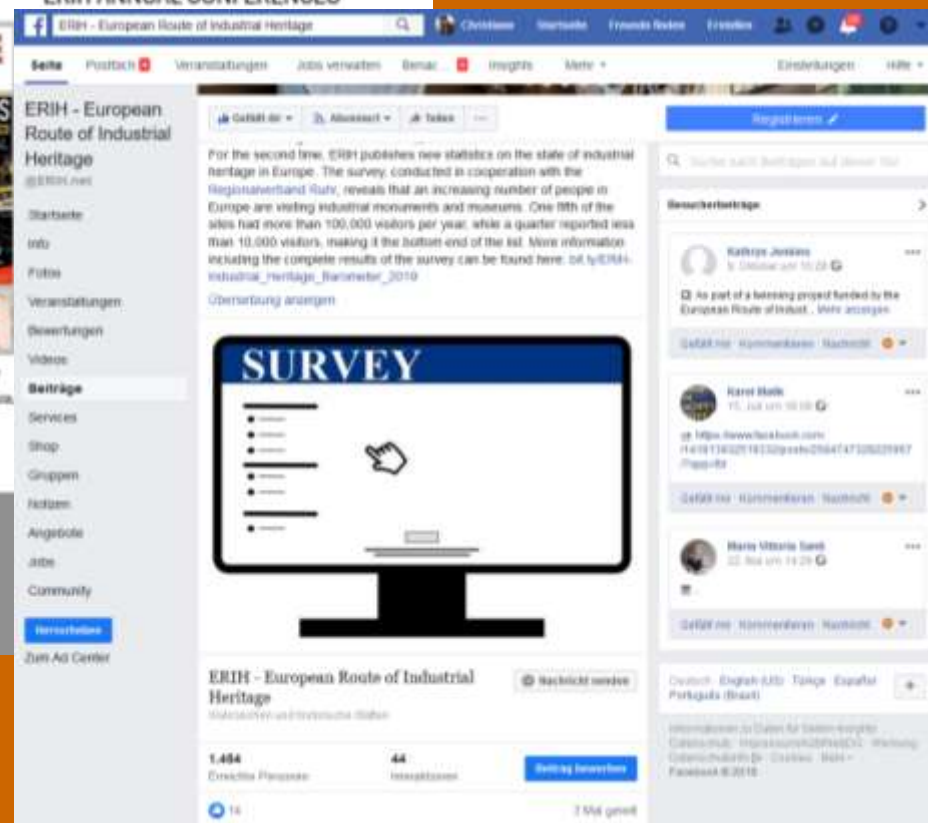
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Be informed – be active



The screenshot shows the ERIH website homepage. At the top, there is a navigation bar with links: HOME, I WANT TO GO THERE!, HOW IT STARTED, ABOUT ERIH, PROJECTS, WHAT IS NEW?, SERVICE, and a search icon. Below the navigation bar, the main content area is divided into three columns. The left column is titled 'WHAT IS NEW?' and features a list of news items with small images and text. The middle column is titled 'SAVE THE DATE' and displays a collage of event posters, including 'ExtraSchicht' and 'II JORNADAS DE ENFOQUE HISTÓRICO INDUSTRIAL'. The right column is titled 'ERIH ANNUAL CONFERENCES' and shows a Facebook post from ERIH - European Route of Industrial Heritage. The bottom of the page has a footer with links: HOME, MY ERIH ROUTE, CONTACT, DE, IMPRINT, PRIVACY AND DATA PROTECTION, and SITEMAP. The ERIH logo is visible in the top left corner.





The screenshot shows the ERIH Facebook page. The page header includes the ERIH logo and the text 'ERIH - European Route of Industrial Heritage'. The main content area features a post titled 'SURVEY' with a large image of a computer monitor displaying a survey form. The post text reads: 'For the second time, ERIH publishes new statistics on the state of industrial heritage in Europe. The survey, conducted in cooperation with the Regionverband Ruhr, reveals that an increasing number of people in Europe are visiting industrial monuments and museums. One fifth of the sites had more than 100,000 visitors per year, while a quarter reported less than 10,000 visitors, making it the bottom end of the list. More information including the complete results of the survey can be found here: bit.ly/ERIH-Industrial_Heritage_Ruhrverband_2019'. Below the post, there are several comments from users, including 'Kathrin Jankens', 'Karel Biele', and 'Marie-Madeleine'. The page also shows a sidebar with links to 'Seite', 'Postfach', 'Veranstaltungen', 'Jobs vacantes', 'Bemerkungen', 'Integrität', and 'Mehr'. The bottom of the page displays the ERIH logo and the text 'ERIH - European Route of Industrial Heritage'.

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For any questions, please do not hesitate to contact us 😊

WHO IS WHO IN ERIH

BOARD OF MANAGEMENT	MANAGER	NATIONAL REPRESENTATIVES
		
<p>President Prof. Dr. Matthias Maria Griesing (DE)</p> <p>Vice President Dr. Adam Hrybicka (PL)</p>	<p>Secretary General Christiane Baum concept & branding</p> <p>Am Steinbruch 42 40608 Meerbusch</p>	<p>Austria Gerd Hofner</p> <p>Belgium Jozef Demaerck</p> <p>Czech Republic</p>

Contact details:

<https://www.erih.net/about-erih/erih-association/>