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ERIH continues to expand and to engage in internal and external networking. In 2016 we will witness, amongst other things, the relaunch of the website, (which will be online in time for this year's annual conference in October); a reception in April at the European Commission in Brussels to raise ERIH's profile; and the development of an online marketing tool for industrial heritage sites.

### This newsletter's topics:

**Looking back: achievements after one year of Creative Europe funding**

**Coming up: projects and events during the current funding period**

### Looking back: achievements after one year of Creative Europe funding

From 1 October 2014 to 30 September 2015 approximately 185,000 Euros of Creative Europe funding were spent. How did this investment take ERIH forwards?

#### *ERIH has grown,*

...currently presenting on its website more than 1,300 sites in 45 European countries. The number of ERIH members has risen to 233, spread over 23 countries, with new members in Austria, Switzerland, Luxemburg and Turkey. Central to the ERIH network are its anchor points, of which there are currently 91 in 14 countries. The following 17 sites are warmly welcomed as ERIH's newest anchor points:

1. Almadén (E). Almadén Mining Park
2. Bydgoszcz (PL). Exploseum
3. Berlin (D), German Museum of Technology
4. Cedegolo (I), Museum of Hydroelectric Energy
5. Eisenerz (A), Erzberg Adventure

6. Friedrichshafen (D), Zeppelin Museum
7. Alfeld near Hannover (D), World Heritage Fagus Factory
8. Hattingen (D), LWL Industrial Museum Henrichshütte
9. Lemmer (NL), World Heritage D.F. Wouda Steam Pumping Station
10. Malnisio di Montereale Valcellina (I), Central Museum and Science Centre Immaginario Scientifico
11. Odense (DK), Danish Railway Museum
12. Prague (CZ), Stará Čistírna Old Waste Water Treatment Plant
13. Schiavon (I), Poli Grappa Distillery and Museum
14. Stia (I), Museum of the Art of Wool-Making
15. Tarnowskie Góry (PL), Historical Silver Mine
16. Walbrzych (PL), Old Mine Science and Art Centre
17. Waltrop (D), LWL Industrial Museum Henrichenburg Old Shiplift

Another significant area of growth has been the number of biographies on the ERIH website of people who have made a significant contribution to Europe's industrial history. 40 new entries have recently been added, bringing the total number of biographies to 134.

#### *The ERIH team has received additional support*

...from four external consultants. These experts are assisting the ERIH board and Secretary General with a range of activities including internal and external communications; ERIH membership growth; networking at an EU level; and administrative functions.





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### *Two task forces*

...have been established:

#### **1. Task Force "Events"**

The team started with the exchange of experiences and adopted a dual strategy:

- First of all, to draw up a list of successful events that have focused on industrial heritage at the regional level .
- Secondly, to identify the factors that influenced the success of such events in order to assist ERIH members planning similar events.

These events aim to attract new audiences and to raise awareness about industrial heritage.

ERIH Board contacts: Arne van den Brink, Adam Hajduga

#### **2. Task Force "Communication"**

The new communications strategy continues to rely on the ERIH website as the central communication platform. A comprehensive website relaunch is already in progress. The new website targets both general visitors and members of the public and also industrial heritage specialists. It is also hoped that the website will help to facilitate and encourage the exchange of experience and expertise between ERIH members and experts and specialists in industrial heritage

### *Four board meetings*

...met in Zabrze (PL), Sesto San Giovanni (I), Völklingen and Düsseldorf (D) when board members discussed and agreed many issues, including the establishment of the above mentioned task forces. In addition, board members were also able to visit potential anchor points.



### *The annual conference in Pilsen*

...met with a positive response from all participants. The convention was titled "How to attract new Audiences? New Ideas and Innovations for the Interpretation of Industrial Heritage". Based on best practice experiences the excellent presentations focused on different aspects of the theme including the development of criteria for modern exhibition scenarios, such as authentic content and the emphasis on people stories which help to give a 'human face' to industrial heritage. The inspirational context for the conference was provided by an exciting cultural programme of visits and activities in Pilsen, the host city and last year's European Capital of Culture.





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### *National representatives*

...are supported. ERIH remains committed to the concept of working through and with national representatives in various countries. This has proved to be an effective way of strengthening links with existing members and attracting new members, often through a programme of workshops and activities. National representatives operate on a voluntary basis, with Creative Europe funds covering travel and meeting expenses.

Already working as national representatives are Jonathan Lloyd (UK), Peter Backes (France/Belgium), Dr. Walter Hauser (Germany/Austria/Switzerland), Dr. Adam Hajduga (Poland), Rainer Klenner (Netherlands), and Prof. Massimo Preite (Italy, Spain). They have recently been joined by Frank Allan Rasmussen (Denmark), Paulo Costa-Pinto (Portugal), and Tomas Raboch (Czech Republic).

**Anyone who is interested in becoming a national contact for their home country is warmly invited to contact the ERIH Secretary General's office.**

### *ERIH meetings on a national level*

...have picked up pace. They focus on the exchange of good practice and the recruitment of new members. UK is pioneering with three national ERIH meetings last year. Polish members met for the first time last September, Germany will follow this spring, and further ERIH member countries plan meetings in 2016/17.

### *An update for ERIH marketing*

...included new ERIH leaflets as well as leaflets for some regional routes. Furthermore the new anchor points welcome their visitors with new ERIH signs.

### *The ERIH community on Facebook*

...continues to grow and it now has more than 4,600 Facebook friends. According to the site manager Wolfgang Ebert, this number is increasing by about 100 followers a monthly and every post is delivered to about 1,500 users. The ERIH Facebook, which was set up in October 2014, is updated daily. It mainly presents ERIH sites, provides news from the ERIH network and informs the community about upcoming events.

Contact: Wolfgang Ebert

Follow us on Facebook: <http://on.fb.me/1SDYAc7>

### **Coming up: projects and events during the current funding period**

ERIH successfully applied for a second year of the Creative Europe funding, which terminates on 30 September 2016. The following projects are proposed:

### *The relaunch of the website*

...started in autumn last year by drafting a set of requirements. In October, the partner agency was selected, followed by discussions about the website structure. Apart from improved user-friendliness and a smart responsive design the new website will highlight ERIH members, in particular anchor points. For members only, there will be an expert's database to provide information and support on specific issues ranging from industrial history through concepts and designs of exhibitions to questions around marketing and event management.

To facilitate the handling of member's data and image editing the homepage will be synchronised with the existing membership administration. A modern newsletter tool aims to update members on a more regular basis. The language options will be reduced to English and German in order to





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reduce maintenance costs. The new website will be live in time for this year's annual conference.

In this context we ask all members to check whether the representation of their site on the ERIH webpage is still up to date. If it is not, please send your corrections and updates to [webmaster@erih.net](mailto:webmaster@erih.net). Additional photos, in even larger numbers, are welcomed as well. The images should be recent, copyright-free and suitable for presentation as a square image.

### *A marketing tool for online surveys*

...will provide access to relevant data for ERIH members. The tool will analyse, amongst other things, visitor numbers for individual sites throughout Europe and is intended to operate as a long-term "Industrial Heritage Barometer". A cooperation partner for this project is the Ruhr Regional Association, which has as one of its aims the region's business and tourism development. In addition, there are also plans to establish a database pooling knowledge and studies in the fields of industrial history and industrial heritage to provide a comprehensive overview of the current state of research.

### *Networking at a European level*

...is based on the development of an up to date inventory of European associations, institutions and organisations that have potential as ERIH cooperation partners.

A reception at the European Commission in Brussels is scheduled for 27 April 2016 which will be an ideal platform to present ERIH on a European level.. This is also important with regard to future funding opportunities.

### *The ERIH board meeting in Lisbon*

...completed a significant work programme. The topics included the ERIH presentation at the European Commission in Brussels and the new website. In addition, there was also time to visit Lisbon's Electricity and Water Museums. After the visits, board members agreed that both sites would have the qualities to become anchor points and will invite them to join ERIH.



### *The annual conference 2016 – Save the date*

...is scheduled for **26-28 October**. It will be titled „**European Industrial Heritage – How to tell the European Story?**“

A call for papers will shortly be sent out. The conference venue will be announced shortly.

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