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ERIH NEWSLETTER FEBRUARY 2020

Welcome to the ERIH February newsletter. We start with a short review of 2019, report on the results of the second Industrial Heritage Barometer, offer an update on the third edition of our dance event "WORK it OUT" and take a look at what's happening online at ERIH. As always, there is an overview of recently added Anchor Points and an outlook on upcoming events.

The topics of the newsletter in detail:

- ERIH 2019: Projects, Regional Routes Guidance and Online PR
- ERIH Industrial Heritage Barometer 2019: The Results
- ERIH "WORK it OUT": Update on this year's dance event
- ERIH Cross-Marketing and Cooperation
- ERIH website: What's new?
- ERIH expansion: New Anchor Points and a new Regional Route
- ERIH events: Save the date



*Linotype in the Stralsund
Game Card Factory*

ERIH 2019: Projects, Regional Routes Guidance and Online PR

ERIH launched further projects last year to illustrate the **pan-European interconnections of industrialization**.

Linking Europe

One of the most important projects in this regard is the virtual exhibition "Linking Europe", which went online in September 2019. It links ERIH sites with each other and thus highlights European correlations. This is done either by means of individual objects or in relation to historic industrial aspects such as transnational transfer of technology. To ensure that the exhibition continues to grow, we cordially invite sites interested in participating to submit their own Linking Europe proposals. In addition to the virtual presentation, ERIH members benefit from a production cost subsidy totalling up to €250 for an individualized roll-up display or a banner that can be used, for example, to indicate the European references of a particular machine or a special architectural feature. The chart is provided by ERIH as a ready-to-print pdf.



*"Linking Europe" display next
to winding engine, Zollern II/IV
Colliery LWL Industrial
Museum, Dortmund (D)*

Virtual Exhibition "Linking Europe"

The "Linking Europe" project

Twinning of Sites

The "Twinning of Sites" exchange programme additionally focuses on the knowledge exchange between thematically related sites, thus establishing new links within the ERIH network. The current funding year allows at least two pairs of sites to visit each other. There is still time to apply: the deadline for submitting the completed application form is next Friday, 14 February.

The "Twinning of Sites" exchange programme

"Linking Europe" and "Twinning of Sites" put into practice what the ERIH brochure **"European Industrial Heritage: The International Story"**, published in 2018, addresses in a general outline. The more ERIH members contribute to the two projects, the more visitors will understand better that each site is part of a larger picture. This increases the visibility of the participating industrial heritage sites and also strengthens ERIH as a network.



Guidance for creating ERIH Regional Routes

More visibility, which translates into more visitors, is also achieved by **combining sites into a Regional Route**. At the last ERIH Annual Conference in Berlin, the idea was born to offer a workshop this year aimed exclusively at Regional Route coordinators. However, ERIH would also like to support those members who have not yet established a Regional Route, but are planning to start one in the near future.

This is why we have revised our "Guidance for creating ERIH Regional Routes", originally developed in 2008 (and so far only available in English). The new edition includes all the experience we have gained in the meantime. The eight-page paper lists a number of key success factors to consider when designing a Regional Route and also deals with post-launch management issues. An appendix provides case studies and further assistance.

Guidance for creating ERIH Regional Routes



Online Communication

When it comes to online communication, in 2019 ERIH has been more active than ever. Throughout the year, the website featured 25 news items on events and activities directly related to or organized respectively supported by ERIH. The ERIH Facebook page was also busier than before, with 144 posts covering events and news on Anchor Points, Regional Routes, conferences and other topics related to European industrial heritage. The online campaign for WORK it OUT 2019 generated over 2.1 million impressions, reaching almost 1.8 million people and about 70,000 video views.

ERIH Facebook page



ERIH Industrial Heritage Barometer 2019: the results

On the ERIH website we have already reported on the results of the survey on the state of industrial heritage. Once again, we drew on the expert knowledge of the Ruhr Regional Association. Of 325 sites contacted, representing all members of ERIH e.V. and all sites on the Ruhr Industrial Heritage Trail, more than a third took part in the survey.



One of the most important findings is that industrial heritage generates jobs. Although 41 percent of the sites have a mere 1 to 5 full-time employees, the share of industrial monuments and museums with 11 to over 50 employees is almost as large. In combination with a predominantly all-season service - 87 percent of the sites - it is obvious that industrial heritage is an important economic factor and provides a professional, tourist-friendly product range.

As with most cultural institutions, the financing is largely dependent on public funds: Half of the facilities are run by a local or regional authority, while 66 percent can cover a maximum of 50 percent of their expenses by themselves. In total, smaller sites with no more than 25,000 visitors per year are prevalent. One fifth of the participating facilities, however, attract over 100,000 annual visitors, mainly schoolchildren, families and Best Aged 50+ from the immediate vicinity and further afield.

In 2020, we plan to conduct another survey. The quality of the results largely depends on how many sites share their data and experience. We are therefore encouraging all ERIH members to participate in the next Industrial Heritage Barometer, which is expected to be held in April/May 2020. More information on how to take part will be published in due course on the ERIH website. In addition, ERIH members will be notified by e-mail.

 **ERIH Industrial Heritage Barometer 2019**

ERIH "WORK it OUT": Update on this year's dance event

This year, the pan-European dance event "WORK it OUT" will be held for the third time. And it is set to be even bigger than last year with its more than 5,000 dancers rocking 40 industrial heritage sites. Currently, it is already 50 sites in 12 countries that are planning to kick off on May 1, 2020. Once again, there will be a shared song and choreography, which is being worked out right now, and like before, ERIH will be covering "WORK it OUT" with a comprehensive social media campaign. As in the previous years, the participating sites have the chance to benefit from a good performance on Facebook, since the three videos that collect the most Likes will be rewarded by ERIH with a financial bonus.



The objective of the dance event is to introduce children and young people to the subject of "industrial heritage" by means of their favourite leisure activities - listening to music, dancing and spending time in social media with their smartphones. WORK it OUT" was conceived in the European Year of Cultural Heritage 2018.



ERIH Cross-Marketing and Cooperation

Sharing ERIH content on Facebook

Networking is an essential part of ERIH and also governs communication in the social media. This offers a good opportunity to improve ERIH's online visibility as a tourism network. The Facebook account of the [LWL Industriemuseum](#) demonstrates what this can look like: Using the hashtag [#AnkerpunktDesMonats](#) (Anchor Point of the month), the corresponding section on the ERIH website is regularly linked and introduced. Copycats are welcome! A tip for the images: In the "Press photos" database on the [ERIH press page](#), a photo of each Anchor Point is available for download.

The Facebook page [Route der Industriekultur Rhein-Main](#) takes a similar approach: It shares the ERIH section "Did you know?..." including photo and text, which also helps to increase coverage. We are very happy to see members pick up our online content and share it on their channels. If you have any further ideas on this topic, please feel free to contact us at webmaster@erih.net

Receive the magazine "Industriekultur" as digital version

A new **cooperation** is proposed by the editors of the magazine "Industriekultur". Every three months, the magazine features sites, objects and environments related to the industrial age, focusing on ever changing key issues. The cooperation intends to make the magazine available for free to all ERIH members as an e-journal. Anyone interested can register for the media service here: webmaster@erih.net

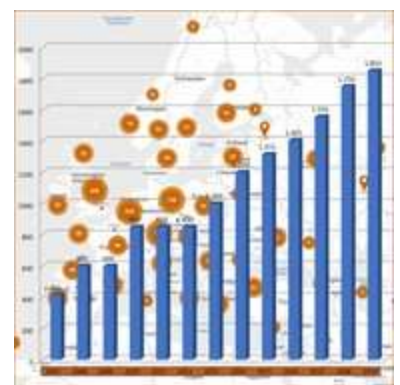
ERIH Website: What's New?

ERIH Sites

Last year, the number of sites featured on the ERIH website increased significantly to over 1,850 - about 100 more than previously. The database only covers industrial monuments and museums designed to attract tourists. The increase is further evidence of the important role played by industrial heritage in today's Europe. ERIH highlights this significance unlike any other network and thus extends the number of potential members.

Industrial history of European countries

The collection of essays on the industrial history of European countries has expanded as well. Recent entries provide an introduction to the industrial evolution of Albania, Andorra, Bosnia and Herzegovina, Liechtenstein, Montenegro and North Macedonia. The article on Spain has been up-



Growth of ERIH's database 'sites' since 2007

dated. In total, the site now offers 42 nationality-based essays on industrial history.

 [Industrial history of European countries](#)

„Save the date“ calendar of events

Nothing new, but somewhat hidden and thus perhaps not familiar to everyone is the section Save the date, covering events, meetings, conferences, fairs and heritage festivals in Europe related to industrial heritage (tourism). While the collection, listing 82 entries in the last year alone, does not claim to be exhaustive, it is certainly one of the most comprehensive of its kind and a convenient way to keep up to date, especially with regard to expert meetings. Many of the events are also shared on Facebook. So if you have an activity to promote there, please send all relevant information and web links to webmaster@erih.net

 ["Save the date" calendar of events](#)

Search project partners

New opportunities for cooperation are made available on a site where we intend to post calls for projects submitted by ERIH members and partners. If you are looking for project partners, you can send details such as the idea behind the project, funding programmes and partner specifications to ERIH. The partnership proposals will be uploaded onto the new site for a given period of time to allow interested parties to contact the respective project owner directly.

 [Search project partners](#)

Anchor Point pages linked to TripAdvisor

Another new service relates to the ERIH Anchor Point pages: a link directs users to the reviews of previous visitors and allows them to share their own impressions at the respective industrial heritage site right on TripAdvisor. We are excited to see the first ratings!



ERIH expansion: New Anchor Points and a Regional Route

These sites were recognized as Anchor Points at the latest Board meeting and will add to the virtual ERIH main route:

 [Añana Salt Valley. Salinas de Añana \(E\)](#)

 [Cracow Salt-Works Museum in Wieliczka World Heritage Site. Wieliczka \(PL\)](#)

New Regional Route: Minett Tour



Additionally, a new Regional Route enhances the ERIH network: the **Minett Tour**, only 35 kilometres long, traces Luxembourg's mining history and takes visitors back to the days when miners and steelworkers laid the foundations for the country's current prosperity. The starting point of the route is Rumelange, home to the National Mining Museum. As with the other four sites on the Minett tour, Rumelange is located in the ore mining district in the very south of the duchy, which turned Luxembourg, on the eve of World War I, into one of the world's top ten producers of pig iron and iron ore.



Regional Route: Minett Tour

Spain: New national ERIH representative

In Spain, we welcome the new national representative, **Javier Puertas Juez**, President of the Basque Industrial Heritage Organisation **AVPIOP**. He succeeds **Eusebi Casanelles**, to whom we express our deep gratitude for his long and very successful contribution. We are very pleased that Eusebi will be remaining closely associated with ERIH.

Save the date:

ERIH on ITB

ERIH will meet at the International Tourism Market **ITB** in Berlin: On **6 March 2020**, our member **Ruhr Tourismus GmbH** will be hosting an ERIH breakfast at the Ruhr Area exhibition stand. ERIH members are being invited separately by e-mail.

ERIH German chapter meeting

The ERIH Germany meeting will be held in **Zwickau on 11 and 12 May 2020**. In addition to the annual exchange, there will be an opportunity to visit some of the exhibition venues associated with the Saxon State Exhibition **BOOM**. ERIH members will be notified by email, but participation is also open to non-members. Dates for further ERIH regional meetings are not yet fixed. Updates will be posted on the ERIH website and possibly in the next newsletter, which is scheduled for May.

ERIH Annual Conference 2020

In 2020, the ERIH Annual Conference will be hosted by the ERIH Anchor Point **Museum of Industry** in Ghent, Belgium, **from 7 to 9 October**. More information on subjects, programme and conditions of participation are to follow in the near future. We kindly ask all people interested in attending to save the date.

Other events dealing with industrial heritage (tourism)

ERIH - European Route of Industrial Heritage e.V.

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