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

Dr. Adam Hajduga, Vice-President
ERIH Annual Conference 2019, Berlin, Germany
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
So, what are we going to do in 2020?
External marketing & promotion
WORK-it-OUT 1st May 2020

3rd Edition of the successful dance event
<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
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<tr>
<td>End October 2019</td>
<td>Invitation to participate</td>
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<td>November 2019</td>
<td>Composing new Music</td>
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<td>December 2019</td>
<td>Development of Choreography, Registration of sites</td>
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<td>January 2020</td>
<td>Production of Tutorial video, music etc., Sending to participants</td>
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<td>February 2020</td>
<td>Social Wall programming, Development social media campaign</td>
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<td>March 2020</td>
<td>Social Media campaign – Making-of Production of caps</td>
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<td>March 2020</td>
<td>Production of marketing tools (poster, hashtag poster)</td>
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<td>March 2020</td>
<td>Sites: Information what is going to happen at their sites</td>
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<td>April 2020</td>
<td>Distribution of caps</td>
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<td>May 2020</td>
<td>Dance</td>
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<tr>
<td>May 2020</td>
<td>Sites: Take video and send it</td>
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<td>May 2020</td>
<td>Deadline: 15th May</td>
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<td>May 2020</td>
<td>Competition WORK-it-OUT Award</td>
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<td>June 2020</td>
<td>Production of composite video</td>
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<td>June 2020</td>
<td>Winners of WORK-it-OUT Award</td>
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<td>June 2020</td>
<td>Social media promotion</td>
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If you have ideas, improvements, wishes for WORK-it-OUT 2020, please let us know!
Promote ERIH as 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.
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.
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
Book the exhibition – mobile version
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.
LINKING EUROPE

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

Muster text: 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 permanently 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”. Muster text!
Branding „Linking Europe“ – in your museum
The backbone of the modern age

Blast furnaces in Hattingen & Puerto de Sagunto

Cities, traffic routes, canals, tanks — steel is the material that Europe's modern age is made of. Hattingen in the UK in the 19th century, iron and steel production dominated the entire European economy.

Two striking examples are the Hambach Mine in Hattingen, Germany, and Altos Hornos de Puerto de Sagunto in Valencia, Spain. Both blast furnaces were constructed because of their proximity to ore deposits. Both are now Blast Furnaces with coke and produced a variety of iron and steel products. Both accommodated foreign workers to help build the new cities, 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 sites are new 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 understand the preservation of blast furnaces from high heights — and so, the blast furnace has become the symbol of this iron project.

1430.45 km to Hattingen

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1430.45 km to Puerto de Sagunto
Internal marketing & cooperation
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“
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.
Twinning of Sites 2019

Hattingen-Sagunto

„From arranged marriage to real love“
Twinning of Sites

Zabrze - Blaenavon
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.
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?
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
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)
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
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
Be informed – be active
For any questions, please do not hesitate to contact us 😊

Contact details:
https://www.erihi.net/about-erihi/erihi-association/