



EUROPARC
Conference 2018
Cairngorms National Park
Scotland

“Natural heritage and cultural identity: the role of interpretation”

Athina Tskecoura, Nuria Mohedano & Thorsten Ludwig

“Natural heritage and cultural identity: the role of interpretation”



Group Activity

What is your **name**?

What **country** or region are you coming from?

What “**nature element**” connects with your neighbour talking before you?

What is your **work and connection** to our subject?

Migrant Shepherds legacy:

“Building capacity and shaping identity for youth development”



Let's test our senses first!



“Natural heritage and cultural identity: the role of interpretation”



Past traditions that evolved,
shaped and change the territory
and the people themselves



Los rebanoes de ovejas irashumantes pasan la invierno en el valle de Alcedio, en donde se verifica la paridera. El presente año ofrece abundante parto en dichos terrenos silvanicos, tan aptos para los productores espontaneos como inadecuados para la roturación. Las ovejas comen "a boca llena" y el portvenir se presenta risueño para pasadas y siguientes temporadas representados por la joven y bella guardiana que en la fotografia aparece mimando a uno de sus rebaños. (Foto: Morfins Antena)

“Natural heritage and cultural identity: the role of interpretation”

Still key factors
for the life of
80% of the
population in
rural areas in
southern Spain



“Natural heritage and cultural identity: the role of interpretation”

Also for them...



“Natural heritage and cultural identity: the role of interpretation”

And...
A decisive part of their life
For their **future prospects...**



Strategically assessed community needs and
natural and culture heritage related with
“migration of the shepherds”

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JORNADAS

SOBRE TRASHUMANCIA Y ECOTURISMO
EN EL VALLE DE ALCUDIA Y SIERRA MADRONA



CONFERENCIAS Y MESA REDONDA

EXPOSICIONES

• OBSERVACIÓN DE ESTRELLAS

RUTA CULTURAL

TALLERES PARA NIÑOS

ACOMPÁÑANOS EN ESTE VIAJE FASCINANTE
Y VEN A MESTANZA EL 3º FIN DE SEMANA DE MAYO.

PLAZAS LIMITADAS. RESERVAS:
TELF. 657.060.253

EMAIL: trashumanciaalcudiamadrona@gmail.com

DÍAS

18/19/20 MAYO
MESTANZA

Calle Santa Catalina, 15. Antiguas Escuelas. **Exposiciones permanentes.**



Trashumancia Valle de Alcudia y Sierra Madrona

“Natural heritage and cultural identity: the role of interpretation”



“Natural heritage and cultural identity: the role of interpretation”



“Natural heritage and cultural identity: the role of interpretation”



Group activity

How can natural heritage help
to connect generations?

“Natural heritage and cultural identity: the role of interpretation”



“Natural heritage and cultural identity: the role of interpretation”



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“Natural heritage and cultural identity: the role of interpretation”



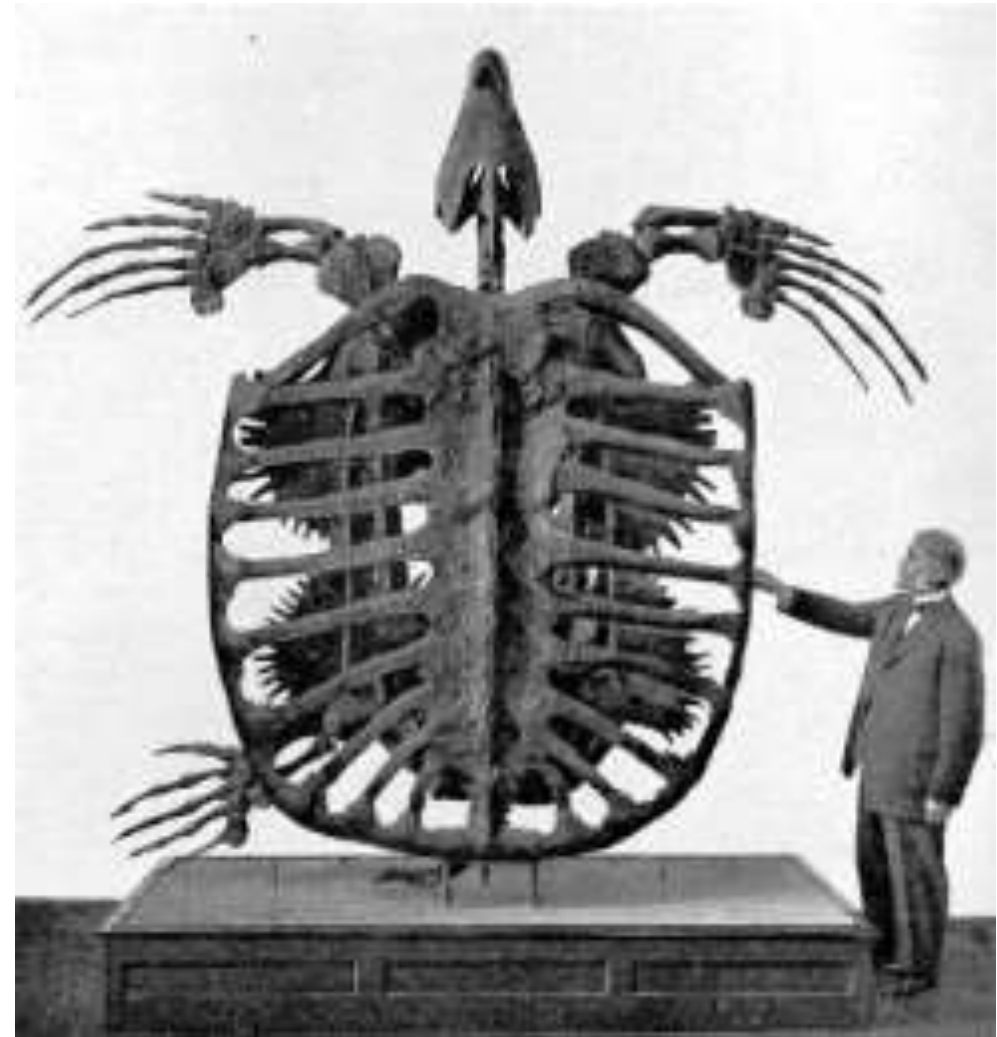
Group Activity

Think of one example how natural heritage can create a shared cultural identity across borders.

Revitalizing connections:
how young people can teach to value sea turtles in Greece



150 million years ago



The Sea Turtle as an iconic symbol



The “stater” of Aegina – Chelona (turtle)
6th century b.C. - Island of Aegina - Greece



Afroditë

Born from the Sea

Efplea

Pelagia

Enalia

Epilimènia



Revitalizing connections:
how young people can teach to value sea turtles in Greece

The needs ignore nature

19th century



Revitalizing connections:
how young people can teach to value sea turtles in Greece

From hunted enemies... ...to endangered species



Revitalizing connections:
how young people can teach to value sea turtles in Greece

the story of an idea...



Revitalizing connections: how young people can teach to value sea turtles in Greece

dictionary.cambridge.org

young

UK  US 

A1 having lived or existed for only a short time and not old:

young adults/children



Revitalizing connections:
how young people can teach to value sea turtles in Greece



***For the community**
***with the community**



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Reporters Spreading the message



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Ambassadors



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Working together



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Working together



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Hands on



Revitalizing connections: how young people can teach to value sea turtles in Greece

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Planning



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Creating together



Revitalizing connections: how young people can teach to value sea turtles in Greece



Revitalizing connections:
how young people can teach to value sea turtles in Greece



Tired but happy!



Revitalizing connections:
how young people can teach to value sea turtles in Greece

Results

Rescue network
Fisherman
Family Volunteering
Books & Publications

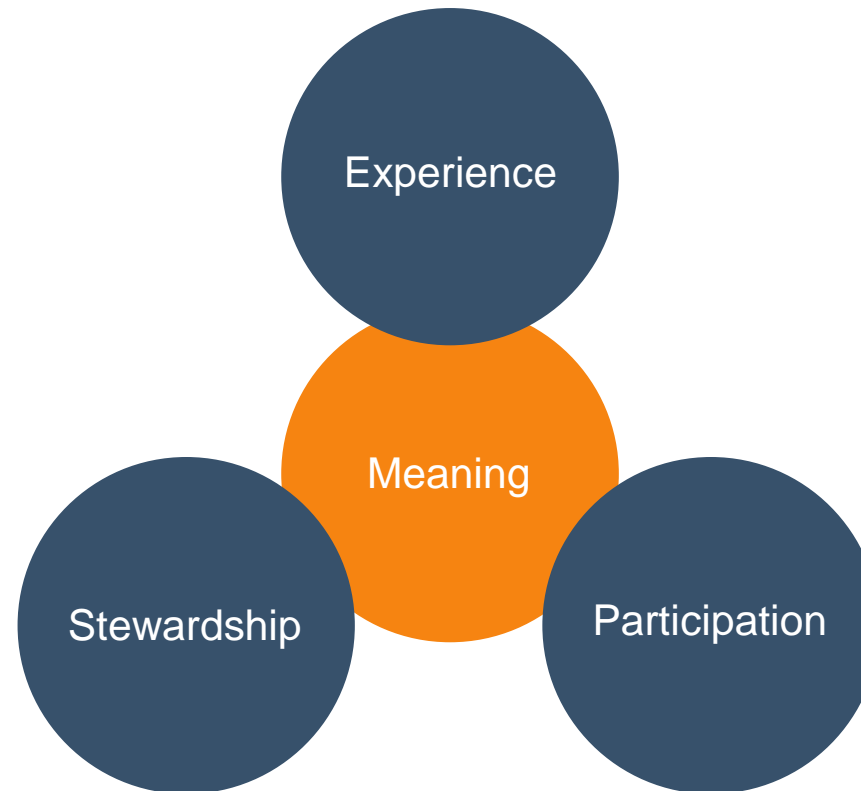


Group Activity

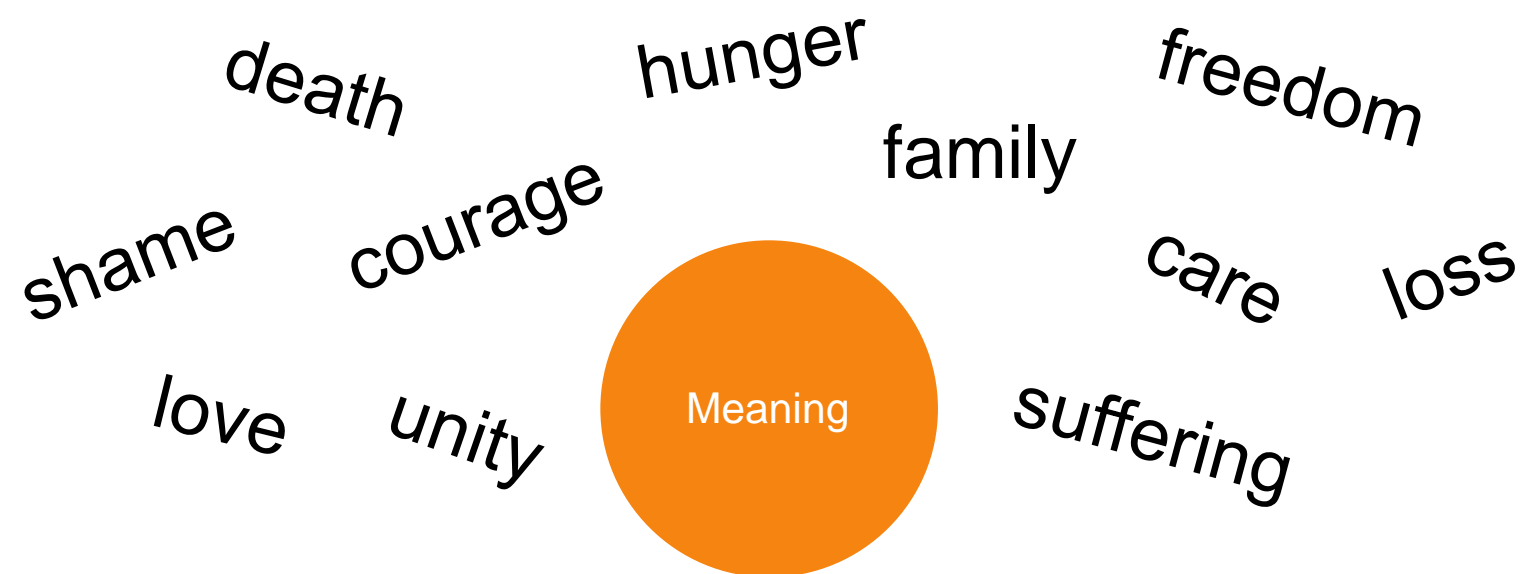
Share one example where:

- natural heritage was part of people's cultural identity
- this deep connection got lost
- it now becomes re-established

The interpretive triangle



Universal concepts

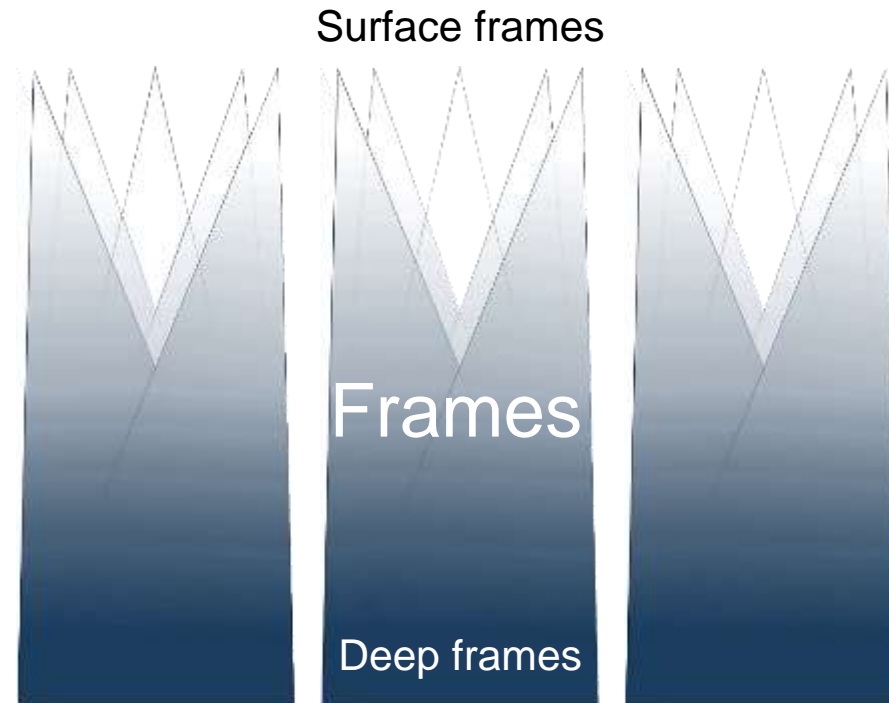


Meaning is framing facts

Home

could consist of a house
and garden, a room with a
table, chairs, a cupboard
etc...

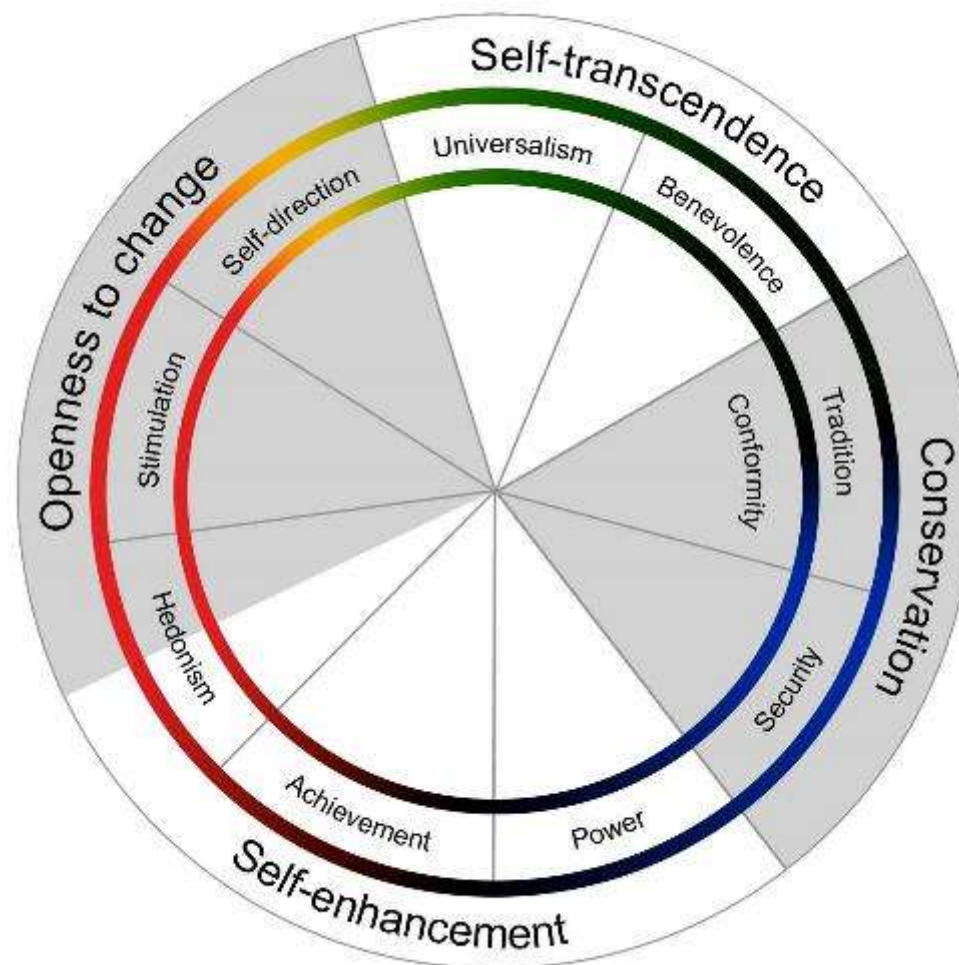
...but in fact 'home' means
much more to us.



*Darnton, A. and Kirk, M. (2011) Finding Frames
London: Bond for International Development: 78*

Frames trigger values

Based on:
Schwartz, S. H. (1992)
*‘Universals in the content
and structure of values:
theory and empirical tests in
20 countries’*. In
*Advances in Experimental
Social Psychology* (Vol. 25).
ed. by Zanna, M. New York:
Academic Press: 1-65



Engaging citizens

www.interpret-europe.net/material





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Thank you

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Cairngorms National Park, 19th September 2018

