

# INTO BAVARIA

## PLACES WITH PURPOSE

Programme preview pack





## INTO Bavaria: Places with Purpose

### *Community, connection and the case for heritage*

**INTO Bavaria** brings together colleagues from across the global National Trust family to explore how heritage can strengthen communities, support engagement and help shape a more sustainable future.

As **Kultur Erbe Bayern** celebrates its remarkable first decade, this is a powerful moment to reflect together on how identity is built through place and how communities everywhere can take responsibility for safeguarding heritage for generations to come.

Envisioned as an enduring gift from citizens to future generations, Kultur Erbe Bayern (KEB) was founded to preserve, protect, and make accessible Bavaria's built, natural, and lived cultural heritage, following the model of a Bavarian National Trust.

Despite strong laws and public funding, many owners of historic buildings and landscapes in Bavaria still struggled to maintain them, leading to an ongoing loss of valuable cultural assets. KEB was created to offer a citizen-led solution to prevent the disappearance of such sites.

Its founding documents emphasize that a strong civic foundation is essential for preserving Bavaria's heritage 'for the people, by the people.'

In the ten years since their founding, KEB have established funding, governance and acquired and renovated significant heritage sites. This conference will explore the many facets of heritage trust building, growth and longevity, through the lens of KEB's successes.

# Programme summary

## Sunday 1 November

Early evening reception and opening speeches at the Maximilianeum, Munich  
- **all delegates welcome**

## Monday 2 November

**All day:** Welcome to the **Diözesanmuseum, Freising**, for conference sessions, including keynote speakers, workshops and networking.

Our keynote speakers, including **Markus Blume, Bavarian Minister for Science and Arts** and **Wanjiru Koinange, author and co-leader of Book Bunk**, will explore:

- Lessons from Kultur Erbe Bayern's first ten years.
- What does it mean to be a National Trust today?
- How can you break down barriers to access and open your doors to everyone?
- How can heritage organisations plan for the long term in an increasingly polarised world?

Panel discussions will build on these themes, offering real-world insights from international case studies.

## Tuesday 3 November

**All day:** Conference sessions, including keynote speeches and workshops. Our keynote speaker **Dr. Jessica Moody** will explore:

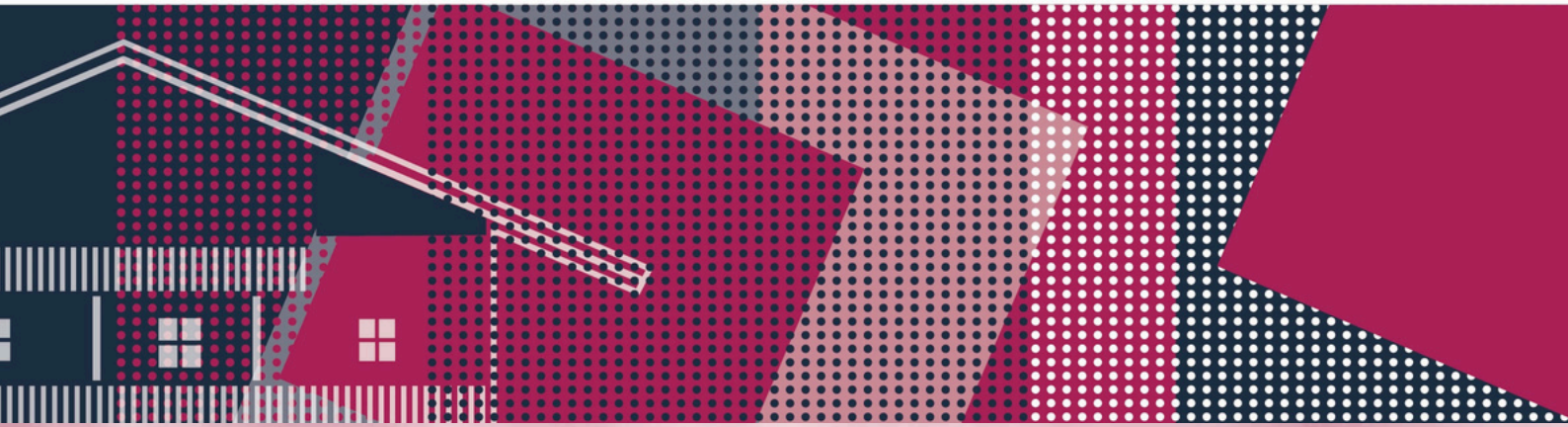
- How can we build deeper, more meaningful connections between people, heritage and nature – benefiting both communities and the planet?

**Evening:** Special event at Benediktbeuern, Munich - **all delegates welcome**

## Wednesday 4 November

**Live learning visits** to 5 locations - delegates will select one live visit. Travel, refreshments and an onsite workshop included.

*Please note exact timings and locations may be subject to change.*



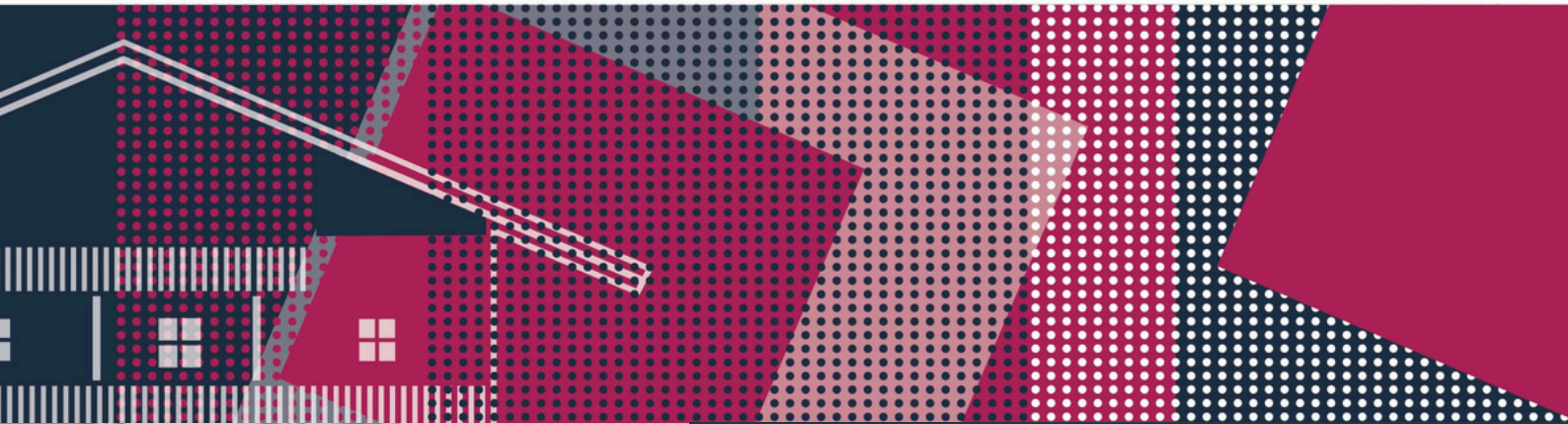
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**WELCOME RECEPTION**

16.00 - 20.30

## MAXIMILIANEUM

- 16.00 - 17.00** Coach transfer provided from Freising to the **Maximilianeum**, Munich
- 17.00 - 19.30** **Welcome reception hosted by Kultur Erbe Bayern, with guest speakers and networking - light refreshments provided**
- 19.30 - 20.30** Return transfer to Freising by coach



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## CONFERENCE DAY ONE

08:30 - 18:00

### DAY ONE SCHEDULE

- 08.30 - 09.00** Registration at Diözesanmuseum  
**09.00 - 09.15** Opening remarks
- 09:15 - 9.45** **In conversation: KEB & Markus Blume, Bavarian State Minister of Arts & Science**
- 09.45 - 10:45** **Panel: A Matter of Trust: Why we need National Trusts**
- 10:45 - 11:30 Coffee break and networking
- 11:30 - 12:00** **Keynote TBC**
- 12.00 - 12.45** **Breakout sessions** (see overleaf)  
12.45 - 14.15 Lunch and networking  
**14.15 - 15.00** **Breakout sessions** (see overleaf)
- 15:00 - 15:30** **In depth dialogue: Omar Eaton Martinez & TBC: Relevance in a polarised world**
- 15:30 - 16:00 Coffee break
- 16:00 - 16.30** **Keynote: Wanjiru Koinange, Bookbunk: libraries for everyone**
- 16.30 - 17.30** **Panel: Still Here in 20 Years? Building lasting relationships with the next generation**
- 17.30 - 17.45** Closing remarks

# DAY ONE

## Breakout sessions



**12:00 - 12.45**

**MEMBERSHIP GOING DIGITAL**

**THE BREAK-EVEN  
BREAKTHROUGH**

**WHAT WE'VE LEARNT BY  
WORKING WITH SCHOOLS**

**RE-IMAGINING  
INTERNATIONAL SITES OF  
ENSLAVEMENT**

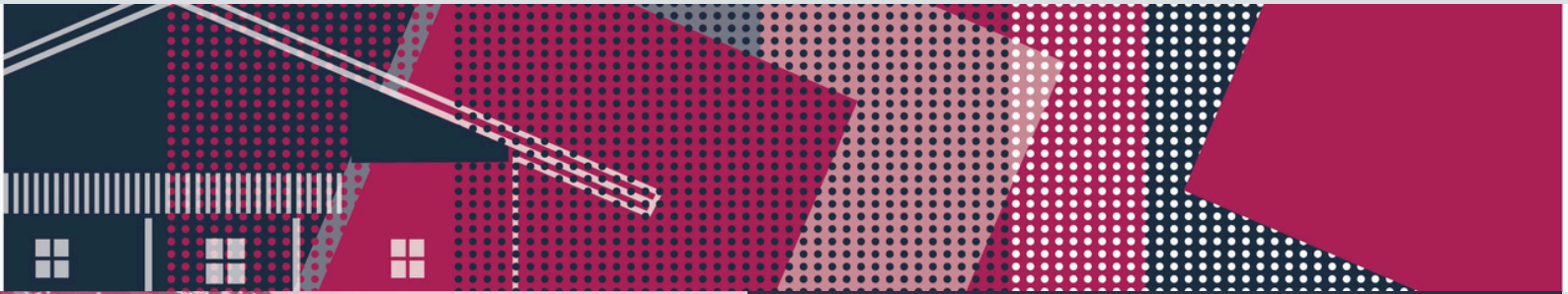
**14:15 - 15:00**

**GOING MAINSTREAM:  
BECOMING A HOUSEHOLD  
NAME**

**VOLUNTEERING**

**DISAPPEARING SKILLS**

**COMMUNICATING THE  
ECONOMIC VALUE OF  
HERITAGE**



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**CONFERENCE DAY TWO**

08:30 - 22:00

**DAY TWO SCHEDULE**

- 08:30 - 09:00** Delegate arrival
- 09:00 - 09.15 Opening remarks
- 09:15 - 9.45** **Keynote: Dr Jessica Moody: The outdoors at the heart of the visit**
- 09.45 - 10.45** **Panel: Holding meaning: sacred sites as heritage places**
- 10.45 - 11.30 Coffee Break
- 11.30 - 13.00** **Extended breakouts** (see overleaf)
- 13.00 - 14.15 Lunch
- 14.15 - 15.15** **Panel: Future-proofing conservation**
- 15.15 - 15.45** **INTO latest Princess Dana Firas and Catherine Leonard**
- 15.45 - 16.00 Closing remarks
- 16.00 - 22:00** **Benediktbeuren monastery Conference dinner and reception** (coach transfer provided)

# DAY TWO

## Extended breakout sessions

11:30 - 13:00

**SUSTAINABLE INVESTMENT  
MODELS AND  
SUCCESSFUL DONOR  
RELATIONS**

**COMMUNITY AND CLIMATE  
ADAPTATION**

Case studies from the Global  
North and Global South

**DOING MORE WITH LESS**

Maximising the potential of  
volunteers and visitors

**BRINGING PEOPLE WITH YOU -  
CAMPAIGNING AND ACTIVISM**



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09:00 - 19:00

## LIVE LEARNING VISITS

**09:00– 19:00** Live learning visits to KEB sites and offices. Travel and refreshments, along with a site-relevant workshop included.

*Return to Freising by 19:00*

*You will have the choice to visit one of five places.*

*Please let us know your choice by emailing [info@into.org](mailto:info@into.org)*

*Please note that a coach will be provided to take you from Freising to the site and back again.*



### Bergasthof Streichen

(1 hour 45 minutes travel time)

**Themes: ecotourism, food and drink income, outdoor visitation.**

Delegates will explore the sensitive restoration of this historic inn and how it reflects Bavarian traditions. The visit highlights the balance between preserving heritage and introducing new elements, as well as the strong local support for saving the site, driven by the central role that historic inns traditionally play in German community life.

A guided tour of the small church next to the Bergasthof is included as part of the experience

Workshop focus:

We will explore how to balance ecological tourism with community use. How can heritage sites build on existing visitor routes to strengthen ecotourism? What changes when the audience includes both local communities and visitors?

### Judengasse 10, Rothenburg ob der Tauber

(2 hours 30 minutes travel time)

**Themes: religious heritage, challenging histories, and navigating tension in a visitor setting**

This visit introduces KEB's approach to creating interpretation for a complex religious story, including the technical considerations involved and the experience of working with a tenant on site.

Workshop focus:

How do you sensitively tell a religious story in the absence of a local congregation? What is appropriate in terms of commercial activity - such as a shop or café - and why do we question income from visitors but not rental income from custodians?

The session includes reflections on the distinction between custodianship and commercial tenancy.



## Dillingen art house

(Travel time: 1 hour 30 minutes)

**Themes: membership, house and garden experience, collections and curatorial practice**

Delegates will hear about the work in progress at this not-yet-open site and discuss how to identify and elevate a single narrative that captures the spirit of place.

Two workshops will focus on different aspects of site management:

- How and why to develop a spirit of place. How this is used to inform curatorial and commercial decisions.
- How to centre the garden into the visitor experience and how to evoke the vision behind the site in the outdoors.



## Alte Münze, Munich

(Travel time: 40 minutes)

**Themes: conservation in action, acquisitions, opening to the public for the first time**

This visit will be split between KEB's offices in Munich and the *Alte Münze*: Munich's historic mint.

At the KEB offices, delegates will learn about the organisation's acquisition of the **Schloss Erkersreuth** and explore KEB's experience of integrating the property.

A workshop will explore the process of opening a site to the public for the first time and engaging a new audience of visitors and volunteers.

The group will also hear about the Bavarian state agency for heritage's conservation work in a visit to the *Alte Münze*, used as their headquarters.

## Isartalverein e.V.

(Travel time: 40 minutes)

In open dialogue with local partner organisations, delegates will explore the Bavarian approach to the management of landscape sites for nature, with a focus on the River Isar.

A workshop will discuss how to best engage your audiences in the urgent need for habitat and species conservation and the potential of charismatic species as part of this.



