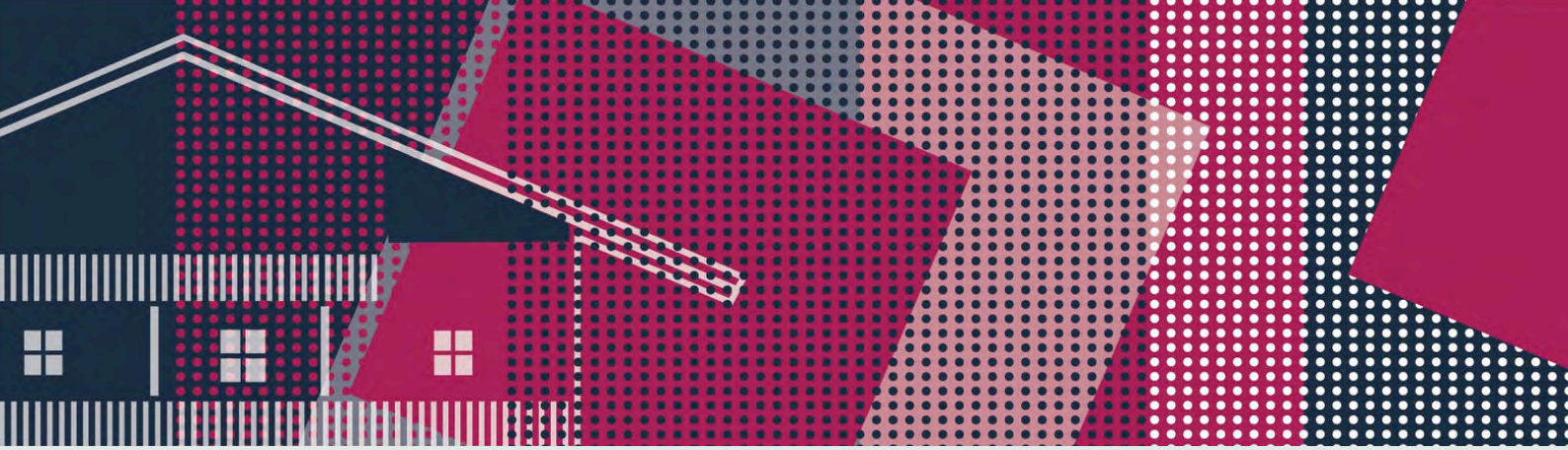


INTO BAVARIA

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.

INTO Bavaria: Meet our keynote speakers

Community, connection and the case for heritage



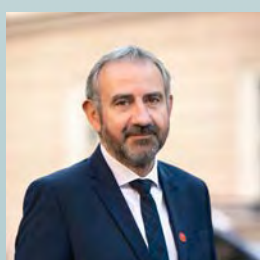
Brent Leggs is the eleventh President and CEO of the National Trust for Historic Preservation and has served in the role since 2026.

Brent has been with the National Trust for over twenty years, most recently as the founding executive director of its African American Cultural Heritage Action Fund, which has raised over \$200 million for the preservation of sites associated with Black history across the country.



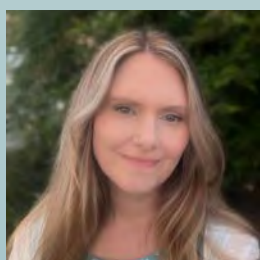
Wanjiru Koinange is an award-winning writer, library restorer, and entrepreneur from Nairobi, Kenya. Her debut novel, *The Havoc of Choice*, was published in the UK (2019) and Kenya (2020), where it became a national bestseller.

In 2015, she published a piece about Kenya's second-oldest library, McMillan Memorial Library. This story went on to spark something much bigger. That spark became Book Bunk, the independent non-profit she co-founded to restore and manage Nairobi's historic public libraries.



Prof. Dr Hermann Parzinger is an archaeologist who served as President of the Prussian Cultural Heritage Foundation (SPK) from 2008 to 2025. With 25 museums, libraries, archives and research institutes, the SPK is one of the largest cultural institutions in the world.

Over a 30-year career, Parzinger has conducted archaeological field research across Europe, the Near East and Central Asia. He has many national and international awards, honours and honorary doctorates, and is a member of academies in Germany, Spain, the UK, Romania, Russia, China and the USA. Since 2018, he has served as Executive President of Europa Nostra, the leading civil society organisation for cultural heritage in Europe.



Dr Jessica Moody is Associate Professor in Public History and Principal Investigator on the UKRI funded Future Leaders Fellowship *Plants, Enslavement and Public History: Re-imagining green spaces as places of heritage and healing*



1

NOV

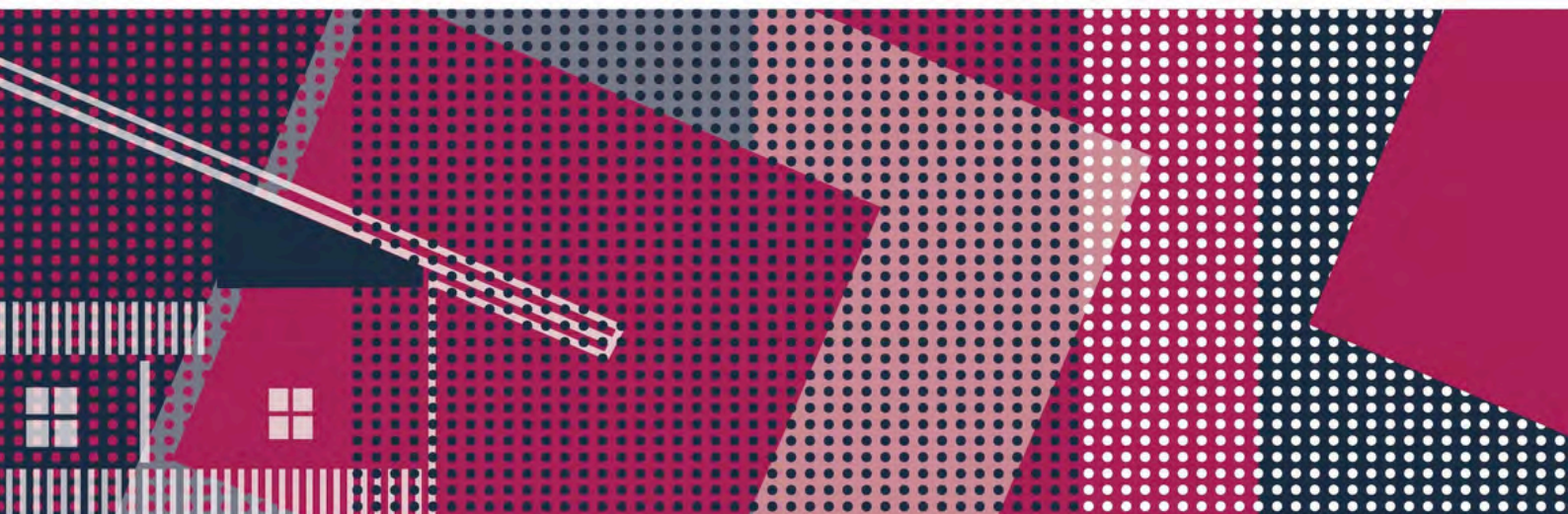
2026

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



2

NOV

2026

CONFERENCE DAY ONE

08:30 - 18:00

MONDAY

08:30 - 09:00 Registration at Diözesanmuseum

09:00 - 09:15 Opening remarks

09:15 - 9:45 In conversation: René Olivieri, Chairman, National Trust and Pilar Prinzessin zu Salm-Horstmar, First Deputy Chair of the KEB Foundation Board

09:45 - 10:45 Keynote: Brent Leggs, President and CEO, National Trust for Historic Preservation: Relevance in a polarised world

10:45 - 11:30 Coffee break and networking

11:30 - 12:00 Panel: A Matter of Trust - Why we need National Trusts

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 Keynote TBC

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

**DIGITAL MEMBERSHIP:
WHAT'S WORKING?**

Exploring products, propositions
and audience engagement
across the sector

MAKING HERITAGE PAY ITS WAY

What it takes to build a
sustainable visitor destination

WHY SCHOOLS MATTER

Engaging young people through
action, identity and belonging

THE RISE PROGRAMME

Lessons from sites of
enslavement for the wider
heritage sector

14:15 - 15:00

**GROWING A NATIONAL
MOVEMENT**

Lessons from FAI's journey to
scale, visibility and impact

FROM VISITOR TO VOLUNTEER

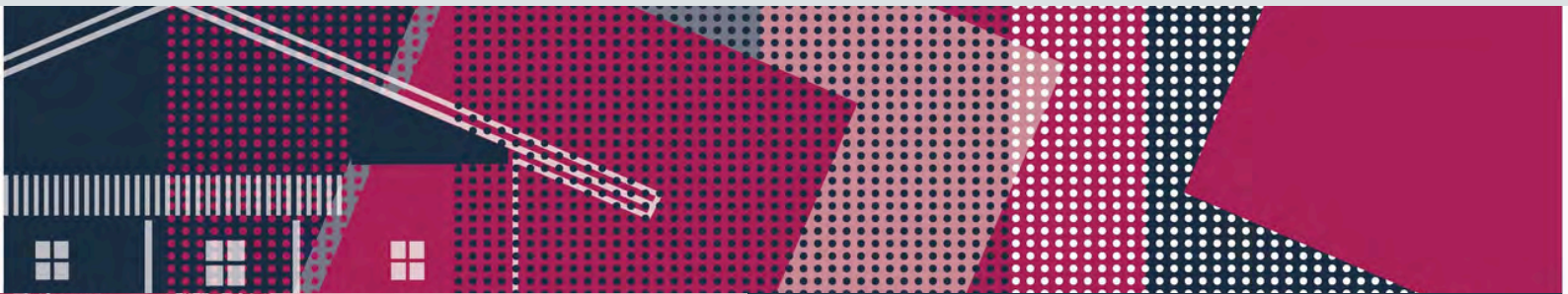
Creating pathways to deeper and
longer-term engagement

THE POWER OF NETWORKS

How heritage networks strengthen
advocacy, skills and leadership

EVIDENCE FOR INFLUENCE

Using economic value to
strengthen advocacy and
decision-making



3

NOV

2026

CONFERENCE DAY TWO

08:30 - 22:00
TUESDAY

- 08:30 - 09:00** Delegate arrival
09:00 - 09:15 Opening remarks
- 09:15 - 9:45** **Keynote: Herman Partzinger, President of Europa Nostra**
- 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 - 14:45** **Keynote: Dr Jessica Moody, University of Bristol - The outdoors at the heart of the visit**
- 14:45 - 15:15 Session in development
- 15:15 - 16:00 Coffee break
- 16:00 - 17:00** **Panel: Future-proofing conservation**
- 17:00 - 17:30** **Looking forward with INTO and closing remarks**
- 17:30 - 19:00 Free time
- 19:00 - 22:00** **Bavarian cultural evening at the Weihenstephan Brewery, Freising**
Refreshments, food and entertainment

Please make your own way to the Brewery - it is about 20 minutes on foot or a short taxi ride from the Diözesanmuseum.

Address: Alte Akademie 2, 85354 Freising

DAY TWO

Extended breakout sessions

11:30 - 13:00

BRINGING PEOPLE WITH YOU

Building meaningful community engagement that drives change

COMMUNITY AND CLIMATE ADAPTATION

Case studies from the Global North and Global South

DOING MORE WITH LESS

Strategies for success with limited resources

THINK LIKE A DEVELOPER, ACT LIKE A PRESERVATIONIST

Beyond grants:
New approaches to heritage finance and sustainability



4

NOV

2026

09:00 - 19:00
WEDNESDAY**DAY 3: LIVE LEARNING VISITS****09:00 – 19:00**

Live learning visits to KEB sites and offices. Travel and refreshments, along with a site-relevant workshop are included.

Return to Freising by 19:00

Please let us know your choice by emailing info@into.org

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



Berggasthof 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 Berggasthof 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.



