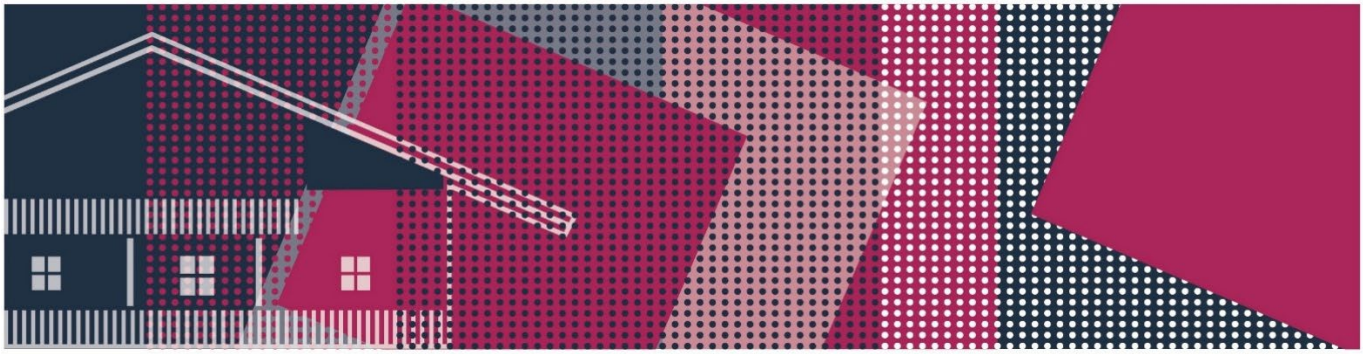


INTO BAVARIA
PLACES WITH PURPOSE

Community, connection and the case for heritage

1 - 4 November 2026

Freising, Germany Tourism Freising

Organised by
International National Trusts Organisation
Kultur Erbe Bayern

With special thanks to
Diözesanmuseum Freising
Isartalverein e.V.

Share on social media
Share and repost your INTO Bavaria-related messages
Tag on our social media channels **@intoheritage**
LinkedIn | Facebook | Instagram
| #INTOBavaria2026 | #placeswithpurpose

KULTUR ERBE BAYERN
Machen wir's gut!

INTERNATIONAL NATIONAL TRUSTS ORGANISATION

INTO Conference 2026
Places with purpose: Community, connection and the case for heritage

Welcome to the INTO Conference

Since 1978, the global family of National Trusts has come together every two years to learn from one another, exchange ideas, build friendships and partnerships, and explore the challenges and opportunities facing the movement at the time.

The INTO Conference is still at the heart of what we do. But today it is supported by a growing network of programmes, projects and collaborations that help good ideas travel further and make the most of our collective resources.

In 2026, we are delighted to welcome delegates to Bavaria. With our hosts, Kultur Erbe Bayern, we will explore ***Places with Purpose*** and ask how identity is shaped through place, and how communities can take responsibility for safeguarding heritage for future generations.

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Sunday 1 November 2026

16:00 - 17:00
Coach transfers to the Maximilianeum – meet at Freising, Kammergasse
https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9

Stiftung Maximilianeum | Maximilianeum Home

17:30 - 19:30

Kultur Erbe Bayern Opening Reception

Hosted by Kultur Erbe Bayern, with guest speakers and opportunities for networking. A Bavarian-style finger food buffet and refreshments will be provided.

Welcome

- **Prof Dr Markus Rieder**, Chair of the Board of Trustees, Kultur Erbe Bayern

Introductory address

- **Robert Brannekämper**, Member of the Bavarian State Parliament and Chair of the Bavarian State Heritage Council

Response

- **HRH Princess Dana Firas of Jordan**, Chair of INTO, President of the National Heritage Trust (Petra National Trust - PNT), ICOMOS - International Vice President, and UNESCO Goodwill Ambassador for Cultural Heritage
- **Philip Long OBE FRSE**, Chief Executive, National Trust for Scotland

Attendees need to bring photo ID used for travel to enter (passport or EU photo id card). Airport style security, small bags only.

19:30 - 20:30
Coach transfers back to Freising

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Monday 2 November 2026

DIMU - Diözesanmuseum Freising, Domberg 21, 85354 Freising Home | Dimu Freising

08:30 - 09:00
Registration – Diözesanmuseum – please come to the front desk on arrival

09:00 - 09:15
Welcome and opening remarks
Hosts
Nikolaus Walther, Chairman, Kultur Erbe Bayern Foundation
Catherine Leonard, INTO Secretary-General

09:15 - 09:45
Why Heritage Matters: Bavaria, community and the future
Pilar Prinzessin zu Salm-Horstmar, First Deputy Chair, Kultur Erbe Bayern Foundation Board

09:45 - 10:35
Relevance in a polarised world
In conversation
Brent Leggs, President and CEO, National Trust for Historic Preservation (USA)
René Olivieri, Chairman, National Trust (England, Wales and Northern Ireland)

10:35 - 10:45
Conference group photo – please assemble where directed by the photographer and INTO team

10:45 - 11:30 Coffee break and networking

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11:30 - 12:15 Breakout Sessions - Session 1

Session	Speakers
1. **Digital Membership: What's Working?** *Exploring products, propositions and audience engagement across the sector* *Venue: Workshop Room (Basement Level 2)*	**Brendon Veale**, Manager Supporter Development, Heritage New Zealand Pouhere Taonga **Alana Cox**, Membership Officer, Bahamas National Trust **Sophie Brands**, Membership Officer, Herita, Belgium
1. **Making Heritage Pay Its Way** *What it takes to build a sustainable visitor destination* *Venue: Atrium*	**Barbra Babweteera**, Executive Director, Cross-Cultural Foundation of Uganda (CCFU) **Kofo Adeleke**, Founder Member and Trustee, Legacy, the Historical and Environmental Interest Group of Nigeria
2. **Engaging people with nature** *Through action, identity and belonging* *Venue: Library*	**Jhih Han Lyu,** Section Chief, Nature Valley Environmental Trust, Trust in Nature Foundation (Taiwan) **Chao-Jui Chou**, Section Chief, Alibang Eco Farm, Trust in Nature Foundation (Taiwan)
3. **The RISE Programme** *Lessons from sites of enslavement for the wider heritage sector* *Venue: DIMU Open Space*	**Dr Zakiya McKenzie**, Senior Research Associate in History, University of Bristol, UK **Elon Cook-Lee**, Director of Interpretation and Education, National Trust for Historic Preservation, USA

12:15 - 13:45 Lunch

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Breakout Sessions - Session 2: 13:45-14:30

Session	Speakers
1. **Growing a National Movement** *Lessons from FAI's journey to scale, visibility and impact* *Venue: Library*	**Maurizio Vento,** Director of Communications FAI - Fondo per l'Ambiente Italiano
2. **From Visitor to Volunteer** *Creating pathways to deeper and longer-term engagement* *Venue: Workshop Room (Basement Level 2)*	**Przemysław Nocuń**, Chudow Castle Foundation, Poland **Sadia Hussain**, Community, Participation & Volunteering Delivery Partner, National Trust (England, Wales and Northern Ireland)
3. **The Power of Networks** *A roundtable exploring how heritage networks strengthen advocacy, skills and leadership* *Venue: Atrium*	**Lizzie Glithero-West FSA**, Chief Executive, The Heritage Alliance, UK **Ivan Henares**, Chairman, SEACHA – Southeast Asian Cultural Heritage Alliance, Philippines **Sneška Quaedvlieg-Mihailović**, Secretary-General, Europa Nostra **Laura Searson**, Senior Programme Manager and Leader of Culture in Crisis Programme, British Council
4. **Evidence for Influence** *Using economic value to strengthen advocacy and decision-making* *Venue: DIMU Open Space*	**Alan Le Maistre**, Chief Executive Officer, National Trust for Jersey

14:30 - 15:30
Panel: A Matter of Trust: Why we need National Trusts

Panel chaired by
HRH Princess Dana Firas of Jordan, Chair, Petra National Trust

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Panel

- **Professor Dr Peter G Gould**, University of Pennsylvania
- **Davide Usai**, Chief Executive Officer and Director General, FAI - Fondo per l'Ambiente Italiano
- **Barbra Babweteera**, Executive Director, Cross-Cultural Foundation of Uganda (CCFU)
- **Lachlan Molesworth**, Chair, Australian Council of National Trusts

15:30 - 16:00 Coffee break and networking

16:00 - 16:30
Libraries for Everyone
Keynote address
Wanjiru Koinange, Co-Founder, Bookbunk (Kenya)

16:30 - 17.30
Still Here in 20 Years? Building lasting relationships with the next generation
Panel chaired by
Julian Menko, INTO Trustee

Panel

- **Katherine Grayson**, Children & Young People Engagement Lead, National Trust (England, Wales and Northern Ireland)
- **Katja Cox**, Heritage Interpretation and Cultural Heritage Education Officer, Kultur Erbe Bayern
- **Wanjiru Koinage,** Co-Founder, Bookbunk (Kenya)

17:30 - 17:45
Closing remarks
Helena Bennett, Executive Director, Saint Helena National Trust
Anna Dempf, Visitor Operations Manager, National Trust (England, Wales and Northern Ireland) and KEB member

17:45
Optional tours of the Diözesanmuseum

Free evening

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Tuesday 3 November 2026

09:00 - 17:30 (08:30 Registration – please come to the front desk)

DIMU - Diözesanmuseum Freising, Domberg 21, 85354 Freising

09:00 - 09:05
Welcome and opening remarks
Hosts
Catherine Leonard, INTO Secretary-General
Dr Sybille Krafft, Deputy Chair of Kultur Erbe Bayern

09:05 - 09:35
A Matter of Trust: Heritage and our shared future
Hermann Parzinger, President, Europa Nostra

09:35 - 9:50
Introduction to the panel
Dr Sybille Krafft, Deputy Chair of Kultur Erbe Bayern

09:50 - 10.50
Holding Meaning: sacred sites as heritage places
Panel chaired by **Dr Adrian Roßner,** Historiker (Schwerpunkt Fränkische Landesgeschichte)

Panel

- **Lama Abboud**, Founder of Turathuna (Syria)
- **Collette Brennan**, Chief Executive Officer, National Trust of Australia (Victoria)
- **Dr Linn Willetts Borgen**, Research and Development Advisor, Fortidsminneforeningen (Norway)

10:50 - 11:30 Coffee break and networking

11:30 - 13:00
Extended break-out sessions - see next page

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Session	Speakers
1. **Think Like a Developer, Act Like a Preservationist** *Beyond grants: New approaches to heritage finance and sustainability* *Venue: Atrium*	**Ethiel Garlington**, Executive Director, 1772 Foundation, USA **Gary Freemantle**, Chief Executive Officer, An Taisce, Ireland **Mary Anthony**, Advisor, 1772 Foundation/An Taisce
2. **Community and Climate Adaptation** *Case studies from the Global North and Global South* *Venue: Workshop Room (Basement Room 2)*	**Hoshil Dhanji**, Architectural Conservation Consultant, Zanzibar Stone Town Heritage Society **Keith Jones**, Senior National Specialist - Climate Adaptation, National Trust (England, Wales and Northern Ireland)
3. **Doing More With Less** *Strategies for success with limited resources* *Venue: DIMU Open Space*	**Martin Galea**, **Din l'Art Helwa,** Malta **Liam Montgomery**, Heritage Open Days Marketing & Projects Manager, UK
4. **Bringing People With You** *Building meaningful community engagement that drives change* *Venue: Library*	**Em Ghassempour**, Community, Participation & Volunteering Manager, National Trust (England, Wales and Northern Ireland) **Karishma Nanhu**, Heritage Preservation and Research Officer, The National Trust of Trinidad & Tobago **Cathy Childs** and **Julian Menko,** National Trust for the Cayman Islands

13:00 - 14:30 Lunch

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14:30 - 15:00
The outdoors at the heart of the visit
Keynote address
Dr Jessica Moody, University of Bristol

15:00 - 15:45
Caring for living landscapes
Panel chaired by
John Orna-Ornstein, Director of Access & Conservation, National Trust (England, Wales and Northern Ireland)

Panel

- **Lucinda Brockway**, Senior Managing Director for Cultural Resources, The Trustees of Reservations (USA)
- **Somil Daga**, Director, Rao Jodha Desert Rock Park (India)
- **Dr Katrin Schneider**, Head of Soil Initiative, Nantesbuch Stiftung Kunst und Natur Foundation for Art and Nature (Germany)

15:45 - 16:15 Coffee break

16:15 - 17:00
The Next 20 Years: What must change and what must endure?

Panel chaired by
Omar Eaton-Martinez, Senior Vice President for Historic Sites, National Trust for Historic Preservation
Panel

- **Dr Omniya Abdel Barr**, Architect and Historian (Egypt)
- **Michael Adams**, Executive Member, Grenada National Trust
- **Prof Dr Markus Rieder**, Chair of the Board of Trustees, Kultur Erbe Bayern
- **Karen Yvon,** Project Co-ordinator, Preservation and Valorisation of Mauritian Heritage

17:00 - 17:30
Closing remarks
HRH Princess Dana Firas of Jordan, Chair of INTO
Catherine Leonard, INTO Secretary-General

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17:30 - 19:00
Free time

19:00 - 22:00
Bavarian Cultural Evening

Weihenstephan Brewery
Alte Akademie 2, 85354 Freising
Our Brewery - Weihenstephaner

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/central Freising.



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Wednesday 4 November 2026

Live Learning Visits - visits to KEB sites and offices.
Travel and refreshments, along with a site-relevant workshop are included.
All visits will return to Freising by latest 19:00 if not before.

Dillingen - Künstlerhaus Schätzl (Dillingen Art House)
08:30 Departure from Freising (Travel time 1 hour 30 mins) Return travel by coach provided.

Explore Kultur Erbe Bayern's recently acquired artist's house in Dillingen and its historic gardens. Meet at Freising, Kammergasse https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9



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Delegates will hear about plans for the site's future, visit the house and grounds, and discuss how a strong ‘spirit of place’ can shape both interpretation and commercial activity. The day will also consider the role of gardens in the visitor experience, including approaches to restoration and volunteer involvement. Workshops will draw on international experience of place-based storytelling, curatorial planning and community engagement.

Workshop leaders:

- Soham Kacker, Curator of Living Collections, Geoffrey Bawa Trust (Sri Lanka)
- Nikki Waters, Assistant Director, National Trust (England, Wales and Northern Ireland)
- Anna Kern, Kultur Erbe Bayern

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Isartalverein and the River Isar, Munich
08:45 Departure from Freising (Travel time 45 minutes) NB outward travel will be via coach. Meet at Freising, Kammergasse https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9
Return travel is via train to allow for onward travel from Munich or sightseeing in the city.

A walking study visit along the River Isar examining one of Germany's most significant urban river restoration projects.

Hosted with the Isartalverein, the programme will explore the re-naturalisation of the Isar, partnership working across government and civil society, and the challenge of balancing recreation, wildlife conservation and public access in a busy urban environment. Discussions will focus on stakeholder management, community ownership and managing competing uses of shared natural spaces.



Workshop leaders:

- Darren Saliba, Chief Executive Officer, l-Majjistral National Heritage Park (Malta)
- Dr Klaus Arzet, Isartalverein e.V. (Germany)
- Thomas Reiner, Kultur Erbe Bayern

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Berggasthof Streichen
08:30 Departure from Freising (Travel time 1 hour 45 minutes) Return travel by coach provided. Meet at Freising, Kammergasse https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9

Visit Kultur Erbe Bayern's restored mountain inn, reached via a scenic ascent into the foothills of the Alps.

Delegates will tour the property and neighbouring church while learning about the restoration project, operating model and partnership approach that brought this much-loved local landmark back into use. The day will explore the opportunities and challenges of managing remote heritage sites, including sustainable tourism, community benefit, volunteering and balancing commercial success with conservation values.



Workshop leaders:

- Marine Mizandari, Co-Founder and Co-Chair, National Trust of Georgia
- Clea Warner, Regional Director for the Highlands & Islands, National Trust for Scotland
- Pilar Prinzessin zu Salm-Horstmar, First Deputy Chair of the Kultur Erbe Bayern Foundation Board

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Schloss Erkersreuth workshop and Alte Münze visit
08:30 Departure from Freising (Travel time 45 minutes) NB outward travel will be via coach. Return travel is via train to allow for onward travel from Munich or sightseeing in the city. Meet at Freising, Kammergasse https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9

This visit explores Kultur Erbe Bayern's plans for Schloss Erkersreuth, a significant historic property acquired by the organisation in 2020.



Delegates will hear about the challenges and opportunities of bringing a newly acquired site into public use, including audience development, volunteering, interpretation and commercial planning. In the afternoon, participants will visit Munich's Alte Münze, gaining additional insight into heritage conservation and adaptive reuse.

Discussions will focus on making decisions about what to preserve, adapt or replace when restoring historic interiors and collections.

Workshop leaders:

- Patricia Kell, Executive Director, National Trust for Canada
- Kara Newport, CEO, Filoli (USA)
- Nikolaus Walther, Kultur Erbe Bayern

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Judengasse 10, Rothenburg ob der Tauber
07:30 Departure from Freising (Travel time 2 hours 30 minutes) Return travel by coach provided. Meet at Freising, Kammergasse https://maps.app.goo.gl/1WfaxBa8yKdK66mJ9

Visit Judengasse 10, one of Kultur Erbe Bayern's most significant heritage projects, in the heart of Rothenburg ob der Tauber.

Delegates will explore the restoration and interpretation of this important Jewish heritage site, including its historic mikveh and medieval living spaces. The day will consider how heritage organisations can sensitively tell difficult histories, engage diverse audiences and balance education, remembrance and commercial sustainability.



There will also be time to experience Rothenburg itself and understand the wider context of the site within the historic town.

Workshop leader:

- Anna Dempf, Visitor Operations Manager, National Trust (England, Wales and Northern Ireland)
- Dr Sybille Krafft, Deputy Chair of Kultur Erbe Bayern

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SPEAKERS
Listed in order of appearance in the Programme

Name & Organisation	Role
Prof Dr Markus Rieder, Chair of the Board of Trustees, Kultur Erbe Bayern	Host and Panellist
Robert Brannekämper, Member of the Bavarian State Parliament and Chair of the Bavarian State Heritage Council	Speaker
HRH Princess Dana Firas of Jordan, Chair of INTO, President of the National Heritage Trust (Petra National Trust - PNT), ICOMOS - International Vice President, and UNESCO Goodwill Ambassador for Cultural Heritage	Speaker and Panel Chair
Philip Long OBE FRSE, Chief Executive, National Trust for Scotland	Speaker
Nikolaus Walther, Chairman, Kultur Erbe Bayern Foundation	Host
Catherine Leonard, INTO Secretary-General	Host
Pilar Prinzessin zu Salm-Horstmar, First Deputy Chair, Kultur Erbe Bayern Foundation Board	Speaker
Brent Leggs, President and CEO, National Trust for Historic Preservation (USA)	Speaker
René Olivieri, Chairman, National Trust (England, Wales and Northern Ireland)	Speaker
Professor Dr Peter G Gould, University of Pennsylvania	Panellist
Barbra Babweteera, Executive Director, Cross-Cultural Foundation of Uganda (CCFU)	Panellist
Lachlan Molesworth, Chair, Australian Council of National Trusts	Panellist
Davide Usai, Chief Executive Officer and Director General, FAI - Fondo per l'Ambiente Italiano	Panellist
Wanjiru Koinange, Co-Founder, Bookbunk (Kenya)	Speaker
Julian Menko, INTO Trustee (Cayman Islands)	Panel Chair
Katherine Grayson, Children & Young People Engagement Lead, National Trust (England, Wales and Northern Ireland)	Panellist

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Name & Organisation	Role
Katja Cox, Consultant for Educational Heritage and Cultural Heritage Education, Kultur Erbe Bayern	Panellist
Helena Bennett, Executive Director, Saint Helena National Trust	Host
Anna Dempf, Visitor Operations Manager, National Trust (England, Wales and Northern Ireland) and KEB member	Host
Dr Sybille Krafft, Deputy Chair of Kultur Erbe Bayern	Host
Hermann Parzinger, President, Europa Nostra	Speaker
Dr Adrian Roßner, Historiker (Schwerpunkt Fränkische Landesgeschichte, Germany)	Panel Chair
Lama Abboud, Founder, Turathuna (Syria)	Panellist
Collette Brennan, Chief Executive Officer, National Trust of Australia (Victoria)	Panellist
Dr Linn Willetts Borgen, Research and Development Advisor, Fortidsminneforeningen (Norway)	Panellist
Dr Jessica Moody, University of Bristol	Speaker
John Orna-Ornstein, Director of Access & Conservation, National Trust (England, Wales and Northern Ireland)	Panel Chair
Lucinda Brockway, Senior Managing Director for Cultural Resources, The Trustees of Reservations (USA)	Panellist
Dr Katrin Schneider, Head of Soil Initiative, Nantesbuch Stiftung Kunst und Natur (Germany)	Panellist
Somil Daga, Director, Rao Jodha Desert Rock Park (India)	Panellist
Omar Eaton-Martinez, Senior Vice President for Historic Sites, National Trust for Historic Preservation	Panel Chair
Karen Yvon, Project Co-ordinator, Preservation and Valorisation of Mauritian Heritage	Panellist
Dr Omniya Abdel Barr, Architect and Historian (Egypt)	Panellist
Michael Adams, Executive Member, Grenada National Trust	Panellist

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With sincere thanks from INTO to our funders and partners:

ALIPH Foundation – Salt and Stone project

UK Research and Innovation - Plants, Enslavement and Public History/RISE seed grants

Helen Hamlyn Trust – Helen Hamlyn Award

Europa Nostra

1772 Foundation

Trevor and Sandie Johnson