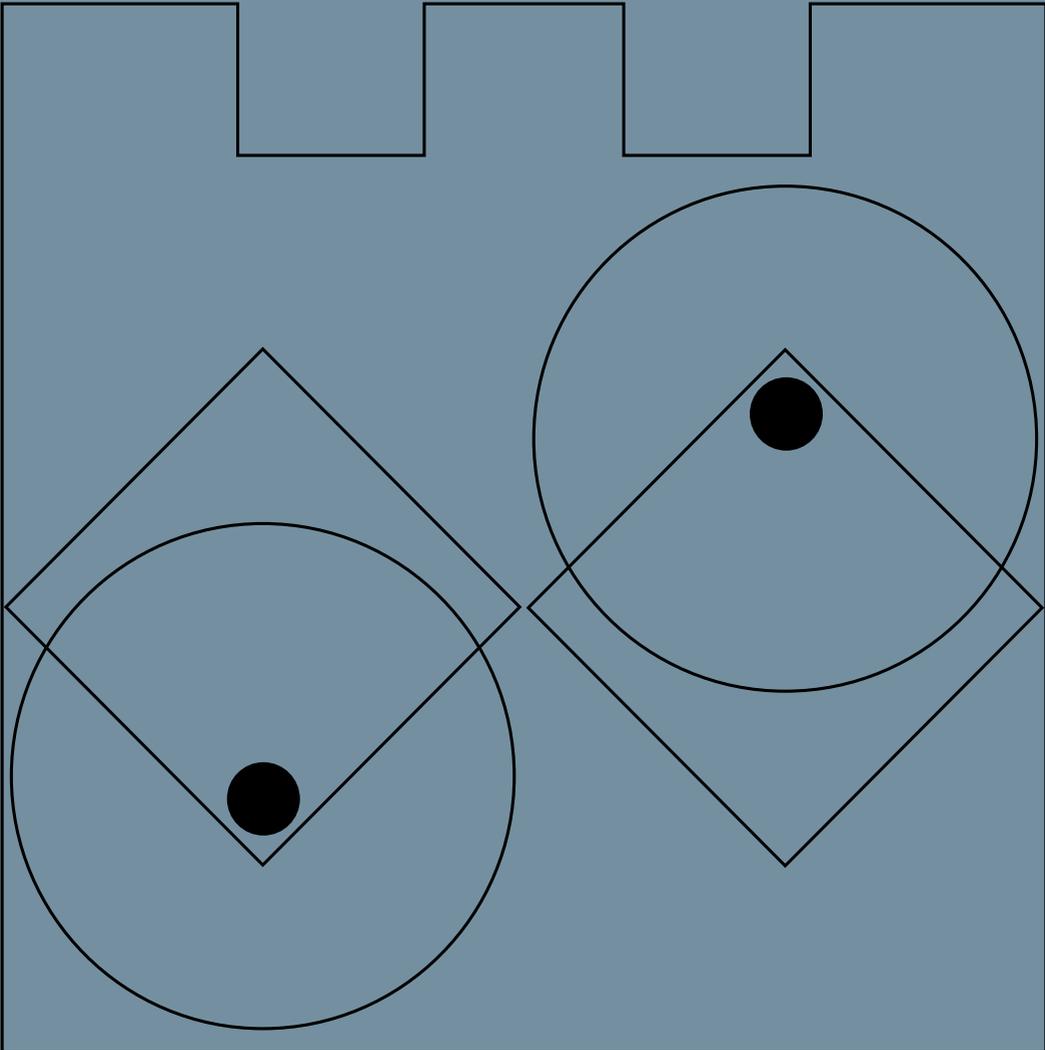


# REPORT ON HERITAGE INTERPRETATION AND GENDER PERSPECTIVE





# Introduction

The holding of this first forum on 10 May 2018 was due to the need to provide **good practice benchmarks** in cultural programmes and those involving the dissemination of heritage. That year the theme of the European Heritage Days addressed the role of women in the transmission of cultural heritage under the title “**Heritage, women’s legacy**”. This meeting between the organisers and collaborators of the annual European Heritage Days programme helped to share different perspectives and approaches, as well as to identify the **difficulties and needs for research and training in the dissemination of heritage in terms of gender**.

A starting point was to bring together different **examples of gender-based heritage dissemination practices**, both in municipal programmes and educational programmes in museums. Six speakers from very diverse backgrounds (three with technical positions in the administration, two with technical positions in museums and one from civil society) presented gender integration initiatives relating to the interpretation and dissemination of cultural heritage.

The forum was attended mainly by the promoters of European Heritage Days in Biscay: heads of local councils, tourist offices, museums, cultural associations and private individuals. The forum was created to produce useful content and proposals for the organisation of the activities of the campaign “Heritage, women’s legacy”.



## Good practices from the Administration.

### Keys for integrating the gender perspective in heritage.

**Susana Carramiñana**

Equality Technician at the Basque Government's Ministry of Culture and Linguistic Policy

Can heritage contribute to building more inclusive and equal societies? Questioning the supposed neutrality of the heritage rhetoric and its practices that are proposed from a feminist perspective, tackling, with a specific focus, the debate related to the existing tension between valuing the contribution of women and making it visible, as well as the need to transform and re-define heritage from a gender perspective. She concluded by proposing some **keys and guidelines** to be taken into account in order to incorporate the gender approach in the design of policies and actions related to heritage management.

- To integrate the gender perspective in all programmes developed by museums (educational programmes and guided tours).
- To train Museum staff (guides, programme managers) so that they can read the works from a gender perspective.
- To review, from a gender perspective, the **exhibit policy** of museums and to set an annual percentage increase in the exhibits involving women artists, for both group and individual exhibits, until there is a proportional and balanced representation of women and men.
- To review from a gender perspective the **purchasing protocols and criteria** and the priority lines of acquisition and include positive actions aimed at balancing the representation of women and men.
- To review the **libraries and archives of museums** from a gender perspective.

- To conduct gender impact analysis of **budgets**.
- To ensure balanced representation of women and men in **all decision-making structures; the board of trustees, artistic committees and panels**.

## Women in the history of Bilbao. Routes along the marks of women in the construction of the city.

**Natalia Rández**

Equality Technician at the Bilbao City Council

In her speech she explained the three routes through Bilbao, based on three studies, carried out in three consecutive years, 2016-2017-2018, in which the trades and jobs of the women in the 718 years of the City's existence and their contributions to the development of present-day Bilbao are recovered. Three interpretative tours through different historical points of the city, in which tangible and intangible heritage are intertwined.

Among the objectives, she highlighted the need to identify, recover and protect women's cultural heritage, their jobs, chores, experiences, thoughts, opinions, etc. through the reinterpretation of history, in order to put an end to the masculinisation of history and the invisibility and lack of recognition surrounding women and their contributions.

She underlined some of the obstacles in carrying out the research, such as the lack of sources, of objective data on women, concealment behind the names of men (widow of, daughter of, wife of...), the male chauvinist interpretations of existing data, the low male involvement in these activities...



### Concrete proposals:

- Equality policies and equality actions must be **cross-sectional** regarding the entire activity of the public administration, not just carried out from the areas of equality.
- This activity should seek **social justice**, that is to say, to highlight and revalue the material and symbolic contributions of women in all spheres. To vindicate their achievements and eliminate gender stereotypes.
- There is a need for a **critical analysis** of socio-cultural relations in past and present societies. To analyse power relations, positions of subordination, obstacles (regulatory, social...). The relational part of any experience.
- To produce "epics" for women. Reference models.

## The role of women in the history of Santurtzi.

**Carlos Glaria**

Culture technician of the local council of Santurtzi

Explained the initiative carried out within the Employment Plan (2016-2017). For the carrying out of this project a team of five young people from the municipality was created, whose mission was to convey the history of Santurtzi. One of the activities developed was *Itzaleko argiak / Lights in the shadow*, aimed at giving a new meaning to the historical narrative, bringing to light the importance of women in the history of Santurtzi, always based on real and personal testimonies.

### Concrete proposals:

- The fundamental role of research is highlighted. It is not a question of relating something that did not happen, but of rescuing from oblivion the work of women throughout history, without being limited to the most archetypal representations (such as the sardineras, or sardine sellers).
- To work locally with an **equal presence**. The presence of women must be guaranteed both in the research teams and in the people interviewed to recover the memory. In fact, experience has shown that, in general, women have more memories than men, and that they are more aware of the need to preserve memories.
- It is essential to approach the project with a **participatory methodology**. In this case, the involvement of the people involved through the Local Employment Plan was essential.
- It is necessary for the administration to make an effort to **guarantee the continuity** of these actions, so that they do not become isolated events.

## Educational programmes in Museums.

### Inclusive readings of archaeological collections. The museum with purple glasses.

**José Luis Ibarra**

Archaeological technician at Arkeologi museoa

The presentation began by highlighting one of the objectives of the Arkeologi Museoa, as a museum, such as serving society and its development, not being able to remain on the periphery of the issues that affect it. In this sense, since 2016 it has expressed in various activities its commitment to an equal society for men and women, encouraging its visitors to reflect, **rethink and question certain historical constructs** offered from the museographic narratives, and **proposing new readings** from a gender perspective.

One of these activities took place for a week March from 2016-2018 and consisted of the installation of six panels at different points of the Permanent Exhibit, to challenge visitors to interpret certain archaeological objects based on their cultural values, and then inform them of the alternatives that could be considered if the analysis was carried out from a gender perspective. The programme concluded with the proposal of a guided tour, based on a dialogue with the archaeological remains. At the beginning of the visit, a PowerPoint presents the changes experienced in the current way of interpreting the archaeological remains, thanks to the incorporation of women at all levels of the archaeological process, which has allowed the progressive eradication of the androcentric vision of history. Furthermore, taking advantage of the panel that presides over the room dedicated to Neolithic societies, they reinforce the rhetoric of the visit on a dual level: analysing the historical sustainability of the

scene represented there, where women appear occupied with “feminine” activities, and insisting on the need to interpret the different tasks carried out by the members of the group not in terms of economic profitability, but in their contribution to the global sustenance of community life. This visit was incorporated in 2018 to those offered by Arkeologi throughout the year.



## Local involvement and museums. Women’s work at La Encartada fabrika-museoa.

**María José Torrecilla**

Technician in charge of the Education Area

Since 2008, La Encartada Fabrika-Museoa has developed a specific programme aimed at education on gender equality. It includes various activities and actions that seek to emphasise the teaching that the formal institution of the museum must carry out to contribute to the achievement of a fairer and more equal society.

The project was born out of the idea that **museums should be a tool for the education of society and not only “containers and curators” of knowledge and heritage**, and this field is equally applicable to dissemination and training in gender equality.

In this sense, **the museum, which was originally a textile factory** that mainly employed female labourers, offered extremely interesting material and content both formally, with the retrieval of information



through research in archives and oral history through interviews with former workers, and symbolically, as it was **a paradigm of women’s incorporation into industrial work**. The La Encartada factory offered specific information on the conditions of working women, allowing the exploration of the educational and informative capacity of direct actions on sensitive issues in society.

The programme has a series of *general* objectives (Research, Preserve, Disseminate, **EDUCATE**, Enrich knowledge and criteria, Contribute to the change/development of mentalities, Build a fairer society) and *specific* objectives (Disseminate the “underlying message in La Encartada”, the meaning and significance it embodies, Offer a framework of personal and unique “experiences”, Encourage a “debate” among participants, Create a basis for personal reflection). Four different actions are proposed: the thematic visit: “Men’s work, women’s work” (since 2008), addressed to the general public; the educational unit: “Are we the same?” (since 2009), aimed at schoolchildren; the historical reenactment: “The factory in 1918” (since 2009), aimed at the general public and the surrounding community; and the family workshop: “What would you have done in the factory 100 years ago?” (from 2014), aimed at family audiences (adults + children only).

The project is developed thanks to the invaluable participation of the involvement of the museum’s own workers and people from Balmaseda.

The main benefit of this programme has been **encouraging a development in mentalities**. The team and the direct stakeholders linked to the museum are today its main defenders and supporters.

## Wikiemakumeok. (Wikiwomen )

Sonia Francisco

Project promoter

The *Wikiemakumeok* project is part of a worldwide initiative called “Women in red” that condemns the limited presence of women on Wikipedia. Its aim is to make all the links related to women that now appear in red (those that do not have their own Wikipedia entry) become blue links, with their own content.

*Wikiemakumeok*, therefore, is established to increase the presence of women on Wikipedia, to promote the action of women editors in the Wiki and also to promote the inclusion of content with a gender perspective, which is still very scarce.

The objectives of the project are: to promote publishing guidelines, so that entries about women are included in Wikipedia; to discover important women, their activity (scientific, artistic, cultural, sports, social...), their career, their works; to make these women visible in Wikipedia by creating their biography, completing it with references and/or translating it from/to other languages; to increase the number of women editors in Wikipedia; and to increase the number of people who publish about women and with a gender perspective in Wikipedia.

### Proposals:

- Positive actions: promote publishing workshops and marathons on the topics in which they specialise, to contribute to dissemination in this field with a gender perspective.
- Release content and images under a creative commons license. The knowledge is already produced and collated on web pages and in publications. The idea is to go one step further and upload this knowledge to the encyclopaedia by improving and updating the profiles that have already been created. It can also be done by adding references and including the gender perspective or by identifying and creating non-existent ones.



### The aim is to achieve the following:

- To identify and create content related to women that does not exist, such as biographies of important women in different disciplines (scientific, artistic, cultural, sports, social...) and their careers and works.
- To increase the number of women publishers, to go from being users to recognising and empowering themselves as creators.
- To improve, update and publish content with a gender perspective, contributing to the role of women in this area and, at all times, using inclusive language.
- And to incorporate free audio-visual content to facilitate the documentation of another type of culture and knowledge that is not based exclusively on academia, acknowledgements from institutions or the exposure of conventional media.

To date, in the 93 meetings they have organised since 2015 and in which more than a hundred people have participated, they have managed to incorporate 500 new women's biographies into Wikipedia. Among them are artists, sportswomen, journalists, entrepreneurs, rappers, teachers, musicians...

This is an up-and-coming project, which is undoubtedly contributing to an increase in the presence of women on Wikipedia and, therefore, to creating a fairer and more equal society.

