“By joining the INTO, you are effectively employing a new team member, one with a wide range of experience and expertise to help your organisation grow and flourish.”

Martin Scicluna
Din l’Art Helwa, National Trust of Malta
Message from the Director of Membership

Thank you choosing to join the International National Trusts Organisation. I am delighted to welcome you to our network. We appreciate your confidence in our organisation and hope to serve you in a way that reflects our mission.

INTO is a coalition of National Trusts and similar organisations from around the world, united by their common interest in the conservation and enjoyment of our shared heritage – built and natural, tangible and intangible. We bring people together to exchange information, develop and promote best practice, and work to effect change.

INTO aims to give relevance to the work of the National Trust movement in the 21st Century by providing a communications framework that connects organisations around the world (website, e-bulletins, conferences, webinars), an expert network and knowledge bank, capacity building support, training, strategies for collective advocacy, and a forum for advancing intercultural understanding and the development of civil society.

The Secretariat team is small and widely spread but we always endeavour to respond as quickly as possible so please do not hesitate to ask questions at any time.

We rely a lot on our members’ enthusiasm and energy to achieve our objectives and look forward to working with you in the future.

Once again, thank you for your support.

Oliver Maurice
Director of Membership Services and Development

“Working together through INTO, we can identify common problems and tackle these as a sector making our arguments more robust and our voice stronger.”

Muhammed Mugheiry, Chairman, Zanzibar Stone Town Heritage Society
INTO is an international network of National Trusts and similar non-governmental organisations, globally diverse but united by a shared commitment to conserving and sustaining our shared heritage – built and natural, tangible and intangible.

Through cooperation, coordination and comradeship between the international community of National Trusts, INTO works to develop and promote best conservation practices, increase the capacity of individual organisations, establish Trusts where they do not exist, and advocate in the interests of heritage conservation. Our objectives are:

- To foster international cooperation and coordination between National Trusts and like heritage organisations;
- To formulate and promote conservation best practices;
- To increase and enhance the capacity of individual National Trusts;
- To encourage the establishment and development of National Trusts and like heritage organisations where they do not presently exist;
- To pursue advocacy in the interests of conservation of cultural and natural heritage; and
- To advance the objectives of the Edinburgh Declaration for the Improved Protection of Cultural and Natural Heritage at the National and Local Levels.

- INTO Charter Article 2.2

Below left: Cloister of the Tui cathedral, Galicia Spain © INTO
Below right: Garden project © Ruan Yisan Heritage Foundation, China
Bottom right: Built Heritage Advisor, Bart van Aller © National Trust of Fiji
10 reasons to join INTO

**International network** – INTO is a network that connects conservation organisations and individuals from National Trusts and like-minded organisations around the world. By sharing experiences, knowledge, and best practice our individual and joint ventures build the impact of the conservation and heritage movement across the globe.

**Access to information** – The INTO website is a depository for documentation from the Trusts around the world (legislation, strategies, advocacy documents and so on) to inspire and assist other Trusts facing similar issues. INTO members have access to a secure area of the website to facilitate discussion and confidential exchange.

**Capacity building** – INTO can help establish National Trusts where they do not exist, and build the capacity of existing ones. INTO members can participate in programmes that seek to help them realise their goals, such as our Working Holidays or Small Grants Programme.

**Expert Network** – With access to a large number of specialists engaged in a wide range of tasks on behalf of their national organisations, INTO is able to offer (funds permitting) a variety of consultancy services, including ‘INTO Task Forces’ where INTO puts together a team of experts to assist a host country.

**International secondments, exchanges and work placements** – The INTO network enables staff and/or volunteers from our member organisations to work on secondment with one another. This can include responding to membership requests regarding the training of heritage professionals.

**Financial support** – We are happy to assist members with applications to external funding bodies and have launched our own Small Grants Programme to support Members’ small-scale projects which might otherwise be difficult to get off the ground.

**Advocacy** – INTO can assist members in campaigning techniques at a national level. Membership of INTO provides international recognition and is a powerful tool that builds global heritage awareness and influence.

**Reciprocal arrangements** – Some INTO members enjoy reciprocal arrangements with each other, such as ‘free entry’ schemes.

**Global family** – INTO seeks to help Trusts (particularly the far flung and burgeoning ones) feel part of an international movement, and thus access information, experience and resources. Membership enables organisations to participate in the International Conference of National Trusts at reduced fees and offers opportunities to participate in the governance and future direction of INTO.

**Be part of our international mission** – Our mission, ‘to promote the conservation and enhancement of heritage of all the nations for the benefit of the people of the world and future generations’ is ambitious! The growing membership of INTO advances our international reputation and offers opportunities to influence international policy and debate.
Making the most of your membership

This welcome pack is to help you participate in and get the most out of the INTO network. It explains how you can share your experience and stories, learn from others in the network and keep in contact with the INTO Secretariat.

Firstly though, as a partner of the network we ask that you include the INTO logo on your website and printed documents if possible and appropriate. The logo can be downloaded in many different sizes from the Members section of the INTO website. (Your membership log-in details are included in the cover letter to this pack.)

Please use the following text to explain to your stakeholders what your organisation is a member of:

INTO is an international network of National Trusts and similar non-governmental organisations, globally diverse but united by a shared commitment to conserving and sustaining our shared heritage – built and natural, tangible and intangible.

Share your news and stories

INTO website – We are always looking for members to share their news stories, events and publications on our website (www.internationaltrusts.org). Make sure that you send in your information to Bill Turner (see below) so that you reach a wider audience for your work!

“INTO provides an opportunity to exchange information, ideas and best practice with National Trusts and similar heritage organisations around the world, and there’s a great sense of comradeship and common purpose too.”

Simon Murray, Chief Operating Officer, National Trust of England, Wales and Northern Ireland

E-newsletter – Our newsletter is compiled and sent out every 2 months. It includes updates from the network and also news from across the sector. It is sent to readers across the world and new members are automatically added to the distribution list but if any of your colleagues would like to receive it, please ask them to register on the INTO website.

A reminder email is sent to all members 2 weeks before the newsletter is due to invite you to send us any recent news that you’d like to share.

Youtube – We have recently created a Youtube channel for members’ videos. If you have a video about your work to upload we can send you the login details for you to
access and upload it. This is another great way of accessing a wider audience and encouraging others to find out more about your work.

**Participate to Learn**

**Discussion Forums** – The INTO website was created to assist greater sharing of knowledge and ideas between member organisations and other like-minded individuals. Online discussion forums enable users to share their thoughts and make connections. Take a look and join the debate here [www.internationaltrusts.org](http://www.internationaltrusts.org).

**Webinars** – We organise a series of webinars for partners throughout the year on a number of topics. Past topics include Greening Historic Buildings and Coastal Management. Please check the events page on the INTO website for forthcoming webinars and register your interest with Catherine Leonard at the INTO Secretariat who will send out login details.

Webinars are delivered by guest speakers from various organizations so please contact Catherine if you have any ideas for webinars that you could deliver.

**Collaborate on joint ventures**

You could join one of the existing programmes running across the network and collaborate with other member organisations.
Keep in Contact

Please follow us on Twitter @I_N_T_O

Please also like us on Facebook.

Who to contact and when?

Catherine Leonard
Head of the INTO Secretariat
Email: catherine.leonard@nationaltrust.org.uk

Catherine is responsible for the network as a whole and implements the strategy.

Contact Catherine if you:
• have an enquiry relating to your membership arrangements
• are interested in delivering a webinar
• have specific ideas for collaboration

Oliver Maurice
Director of Membership
Email: olmaurice@aol.com

Contact Oliver if you:
• have a specific training or capacity building need
• would like to recommend a Trust for membership

Geoffrey Read
Director of Special Projects
Email: geoffread39@gmail.com

Geoffrey takes the lead on the INTO Small Grants Programme and special projects across the INTO network, particularly in Asia

Bill Turner
Webmaster
turnerwc@telus.net

Bill manages the technical side of the INTO website and is responsible for creating the bi-monthly newsletter

“INTO serves as an indispensable resource for sharing information, best practices, inspiration and encouragement among National Trusts and like-minded non-governmental organisations. It takes the aspirations, visions and missions of the individual Trusts and leverages those on the global stage.”

David Brown, Executive Vice President and Chief Preservation Officer, National Trust for Historic Preservation (USA)
“The global economic crisis is a crisis of vision and values. Honour, integrity, trust, vision, the feeling of history and perspective of where we have come from have been lost. But the National Trusts of the world are helping ordinary people to reassert these values – and to make their own connections across the globe.”

Lord Frank Judd, former Director of Oxfam and Voluntary Service Overseas, former UK Minister for Overseas Development

Julie Thompson
Volunteer Placements Manager
Email: Julie.Thompson@nationaltrust.org.uk

Contact Julie if you:

- have any queries about our Working Holidays Programme
- would like help finding/placing volunteers
- wish to volunteer for INTO

Jackie Hunt
Membership Co-ordinator
Email: Jackie.Hunt@nationaltrust.org.uk

Contact Jackie if you have any queries about your membership renewal

Susan van Schalkwyk
Small Grants Programme Manager
Email: susanbvans@gmail.com

Contact Susan if you would like further information about the Small Grants Programme
Towards the end of the nineteenth century, organisations were beginning to be formed across the world with the aim of conserving fast-disappearing natural and cultural heritage. The Society of the Preservation of Norwegian Ancient Monuments was established in 1844 by artists who ‘discovered’ Norway’s cultural heritage during academic excursions to rural districts. The Trustees of Reservations in Massachusetts became the US’s first private non-profit conservation organisation in 1890 and the National Trust of England, Wales and Northern Ireland was founded in 1895.

The National Trust movement has grown to include a range of countries from Australia, Barbados and Canada through Korea, Malta and the Netherlands to Taiwan, the United States and Zimbabwe. Each organisation is different but they share similar goals, legal constitutions and structures, and for over 30 years have been coming together under the umbrella of the International Conference of National Trusts (ICNT) to share information and best practice, to develop solutions to common problems and to show solidarity with other members of the movement.

At the 10th ICNT in Edinburgh (2003) delegates agreed on the need to establish a global federation to coordinate activity between conferences and INTO was launched at the 12th ICNT in Delhi (2007). Since then, INTO has advanced from a loose confederation of like-minded organisations to a legally constituted, purposeful and well-positioned network, with a reputation as a respected and credible global voice for heritage and conservation.

Our Members

INTO Members are “independent, non-governmental, charitable, educational, not-for-profit, membership-based or like organisations that have as a principal purpose the conservation, enhancement, or promotion of cultural or natural heritage” (INTO Charter Article 5.1).

The INTO membership includes established organisations which have been practising heritage conservation for many years as well as new and developing Trusts. No one has all the answers and there is as much for the mature bodies to learn as the fledgling ones.

We aim to ensure that our decision-making process is a democratic one and to make the most of our members’ specific skills and enthusiasm. We welcome and value their involvement.

Volunteer with INTO

We have a range of different volunteering roles you can get involved in. So whether you are interested in joining the INTO Executive Committee, working directly with Members or supporting our activity virtually, we hope there is something here for you. Please contact Julie Thompson for more information about volunteering for INTO.

We always welcome additional helping hands in our office to support us in our administrative tasks. This is a great way to learn more about how INTO works, meet other personnel and contribute to the running of INTO.

INTO also has a range of working groups which advise on specific aspects of the organisation’s work (International Conference of National Trusts, Fundraising, Sustainable Tourism). Please contact Catherine Leonard if you would like to find out more.
Case study: Encouraging the establishment of new National Trusts

One of our newest members is the Czech National Trust and we have taken an active role in helping them establish themselves: from convening a heritage roundtable group in the presence of HRH The Prince of Wales in Prague in 2011; to hosting the Central European Project in 2012 and offering on-going advice and support.

The main objectives of the Czech National Trust are to:

- Find new sources of funding for heritage
- Advocate for a better heritage protection regime
- Connect existing heritage organisations and develop a culture of donation and volunteering
- Train heritage professionals to internationally accepted standards
- Increase engagement of local communities
- Progress the perception of the Czech National Trust as a ‘safe pair of hands’ to administer, champion or own property for the benefit of the nation

INTO has provide a source of inspiration and experience, including:

- Our Director of Membership visiting the Czech Republic to promote the concept, meet key supporters and offer guidance
- Advising on the constitution, business plan and strategy
- Recommendations on the pilot project site, from initial identification and acquisition to preventative conservation and exploitation
- Being part of a fundraising event in London and helping secure the support of HRH The Prince of Wales

“Having INTO behind us has been crucial to the successful establishment of a Czech National Trust. INTO has added credibility to our project and we have been able to make good use of their contacts and expertise. They have provided ideas, funding, advice, a shoulder to cry on … It is not unlike having a fairy godmother!” said Chairman of the Czech National Trust, Irena Edwards.
Case study: Increasing and enhancing the capacity of individual National Trusts

Tesouros de Galicia is another new organisation seeking to facilitate cooperation between public and private entities to:

- Enable the restoration and adaptive reuse of historic and cultural sites in the region
- Find ways to attract volunteers to support the recovery and sustainable management of historic and natural resources
- Develop a volunteer exchange programme to share experiences between countries and learn new skills and ways of working
- Expose the opportunities and values of Galicia at an international level

A member of INTO since 2012, we have been collaborating with Tesouros de Galicia to build their organisational capacity and promote their work.

As part of our on-going programme, Julie Thompson, our Volunteer Placements Manager, worked closely with the team to design new working holiday offers and in 2013 an INTO Task Force (with participants from England, France, Wales and Jersey with a range of experience and expertise) gave advice on existing projects and future strategies.

In 2014, a group of INTO volunteers walked the ‘English Way’ to Santiago de Compostela, to raise the profile of Tesouros’s work and to offer guidance on the promotion of the Ways.

This collaboration demonstrates how INTO can work in partnership with its members to develop new heritage-based sources of income for local communities.
Case study: Formulating and promoting best conservation practices

In 2013, we were invited by the Honourable Clifton de Coteau, Minister of National Diversity and Social Integration, to help restructure the Trinidad and Tobago National Trust.

The INTO Review drew on a background of accumulated knowledge of the different approaches taken by National Trusts around the world and offered relevant case studies of alternative statutory, financial, organisational and operational models, alongside recommendations for implementation.

As part of this on-going development process, the Trinidad and Tobago National Trust has joined INTO, sent representatives to the Ugandan ICNT and is exploring our offer to second a senior level National Trust executive to assist efforts to grow the organisation into the strong, confident, successful, dynamic leader of efforts to preserve Trinidad and Tobago's remarkable built and natural heritage.

Case studies from across the INTO network were presented at the 2013 World Travel Market and are informing thinking and practice in heritage and sustainable tourism.
Case study: Fostering international cooperation and coordination

At the 2013 ICNT in Uganda, we launched a new capacity building mechanism, the INTO Small Grants Programme (SGP). The SGP aims to build capacity and strengthen governance, membership recruitment and sustainability through projects that support knowledge transfer between INTO members by providing funds for travel costs, for example, or the preparation of a business plan or the implementation of a new programme.

The SGP award allowed Dutch volunteer, Bart van Aller to join the National Trust of Fiji as Built Heritage Advisor in October 2013 to help implement the management plan for Fiji’s first World Heritage site (the historical port town of Levuka), develop heritage trails, conduct community based research and support the creation of partnerships to further work on heritage buildings in Fiji.

Various secondments have taken place since INTO’s establishment and last year there was a successful staff exchange between the Jersey National Trust’s new 16 New Street property and Peckover House in England.

Another example of how INTO fosters international co-operation is our Central European Project, funded by INTO Amicus member, Rodney Davidson AO OBE. The programme enabled seven representatives from heritage organisations in Slovakia, the Czech Republic, Hungary and Poland to spend time exploring with their British counterparts different ways of finding a viable future for historic buildings by balancing conservation community outreach and financial return.

International collaboration does not always involve travel and in 2014 we held our first webinar on greening historic buildings. We also hosted a blogathon to mark World Heritage Day which gave members the opportunity to share experience with a wider audience and was an innovative way to celebrate heritage around the world.
Case study: Pursuing advocacy in the interests of conservation

We have worked with the Asia Europe Foundation for several years now and in 2013, INTO Chairman, Simon Molesworth, spoke at the Smart Cities Expo and Symposium in Berlin and INTO Director of Special Projects, Geoffrey Read, was part of the ASEF team advising governments and NGOs on heritage investment for sustainable tourism and livelihoods in Myanmar in June.

By sharing what is unique and special about the National Trust approach we are able to influence decision makers in all aspects of policy making. Our members’ experience of a variety of issues from heritage-led urban revitalisation to the impacts of climate change on cultural and natural heritage can make a positive contribution.

INTO is also able to assist its members with local advocacy work. In 2012, we supported the CCFU’s campaign to save the Ugandan Museum and the Taiwan Environmental Information Association’s fight to protect the habitat of the pink dolphin.
INTO Members are “independent, non-governmental, charitable, educational, not-for-profit, membership-based or like organisations that have as a principal purpose the conservation, enhancement, or promotion of cultural or natural heritage” *(INTO Charter Article 5.1)*.

By joining INTO you stand alongside established organisations like National Trust (England, Wales and Northern Ireland), the National Trust for Historic Preservation in the US and the National Trust for Scotland as well as developing ones like the Czech National Trust and Tesouros de Galicia, and regional societies like the Gelderland Trust, Calcutta Tercentenary Trust and Cape Town Heritage Trust.

We welcome Members, Associates (including Candidates) and Affiliates and invite you to contact the INTO Secretariat for further information on these categories. Annual fees are calculated according to a sliding scale:

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| Affiliates:          | All Affiliate Members | £250    |

**Join INTO today!**

If you have not already joined INTO, applications are reviewed by our Membership Committee on a rolling basis so please send your completed form to the INTO Secretariat.

INTO Secretariat  
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