

MEMORANDUM OF UNDERSTANDING FOR PARTNERSHIP
BETWEEN THE NATIONAL ASSOCIATION FOR INTERPRETATION
AND ENVIRONMENTAL EDUCATION AND COMMUNICATION CENTRE OF
UNIVERSITY OF THE AEGEAN, GREECE

I. PARTIES TO THE AGREEMENT

The National Association for Interpretation (NAI) is a 501 (c)3 not-for-profit organization established in 1988 with the consolidation of two pre-existing organizations, the Association of Interpretive Naturalists and Western interpreters Association. The parent organizations began in 1954 and 1957 respectively. NAI's mission is to "inspire leadership and excellence to advance heritage interpretation as a profession." Providing training and networking opportunities for professional interpreters of natural and cultural heritage is the primary role of the association. NAI is committed to assisting people throughout the U.S. and the world who strive to improve the quality of communication about heritage. The association currently has approximately 5000 members in 30 nations around the world.

Environmental Education and Communication Research Centre (EE&CRC) of University of the Aegean serves the research and educational goals of the interconnected fields of Environmental Education, Environmental Communication and Environmental Interpretation.

More specifically, the aim of the Research Centre is to cover, on both the undergraduate and graduate levels, the instructive needs in the Department of the Environmental Sciences, as well as in other Departments of the University of the Aegean. It promotes research of the theoretical framework and the applications of Environmental Education, Communication and Interpretation, following an inter-disciplinary approach. Research projects deal with issues relevant to the cognitive fields of the Research Centre, such as the evaluation, the comparison and the monitoring of the characteristics and the environmental profile (environmental sensitivity, knowledge, attitude, behaviour, action, participation) of Greek and European citizens in general.

Presently it is involved in research concerning the environmental identity of Greeks and European citizens with long term goal the development and application of environmental education, communication and interpretation programs. These programs are typically applied in formal educational system (formal environmental education), in citizen groups that can not be reached by the formal educational system (non-formal environmental education including environmental interpretation) and in the society in general that is exposed to environmental information, through lifelong learning processes and everyday experiences and influences through media (informal environmental education including environmental communication). The ultimate goal is to reinforce the citizens' responsible environmental behaviour.

Based on the ultimate goal of environmental education, which is human behaviour change, the objectives of our Research Centre are:

- ★ the assessment of environmental behaviour of the students and the instructors, who are engaged in

- i. formal environmental education (elementary schools, high schools, higher education)
- ii. non-formal environmental education (environmental education centres, zoos, botanic gardens, museums, protected areas, ecotourism settings), as well as
- iii. informal education (mass media, film industry)

Several social models for the development of environmentally responsible behaviour are presently being studied in order to determine behaviour change after and during the application of environmental education, communication and interpretation programs.

- ★ the promotion and application of variables-indicators that determine, influence and explain the process of environmental awareness as well as the predisposition and the skills for citizen participation in the environmental decision making process in order to play an important role in the achievement of the sustainable management of the environment.
- ★ the development of educational materials in order to support the courses offered by the Department of the Environment.
- ★ the design and development of educational materials and environmental education programs that will satisfy the needs of specific citizen groups (e.g. students, citizens with disabilities, educators, farmers, tourists, journalists)
- ★ the promotion of environmental communication and interpretation as tools for environmental awareness and citizen encouragement in order to participate by taking action and as a consequence contributing to the efforts of rational protection, conservation, and management of the environment.
- ★ the support and development of trainers for the education of environmental educators and interpreters, who work in national parks and protected areas, management positions, museums, non-governmental organizations.
- ★ the cooperation with other educational, state or private, agents for the promotion of the environmental education goals.
- ★ the encouragement of lifelong education.

II. RATIONALE FOR THE COLLABORATION

The rationale for this collaborative effort is to establish a partnership between NAI and EE&CRC of University of the Aegean for the purpose of:

- (i) recognizing Greece as an international affiliate of NAI
- (ii) developing a strong membership-based professional organization related to heritage interpretation in Greece
- (iii) developing continuing relationships with Greeks interpretive professionals and academics in Greece and the U.S.
- (iv) providing access to NAI-produced professional development materials and conferences at member prices.

III. ROLES AND RESPONSIBILITIES

On behalf of the NAI and University of the Aegean partnership, EE&CRC agrees to:

- A. establish a professional organization in Greece using the name and logo of

NAI-Greece

- B. provide NAI member lists with e-mail addresses of Greek members
- C. distribute member benefits within Greece
- D. promote NAI international events
- E. provide payment for NAI memberships on a monthly basis by wire transfer for all members in the following categories:
 - a. \$12.00 USD per person each year for full-time students
 - b. \$24.00 USD per person each year for individual membership for anyone other than full-time students
- F. provide information regarding activities which might include:
 - a. Develop and distribute NAI-Greece newsletter (send pdf to NAI)
 - b. Maintain NAI-Greece website, linked to www.interpnet.com
 - c. Hold annual national workshop in Greece.
 - d. Participate in NAI's International Conference
 - e. Co-host NAI's International Conference in 2009 subject to successful negotiation of a contract with meeting facilities
 - f. Organize Greek regional organizations and/or student chapters as appropriate
 - g. Manage all Greek membership services and fulfillment
 - h. Add appropriate fees for membership to NAI-USA base costs and retain said fees to support Greek membership management

On behalf of the NAI and EE&CRC of University of the Aegean partnership, NAI agrees to:

- A. provide membership benefits to Greece members according to the following schedule:
 - a. NAI member discounts on registration at NIW, IWH or regional meetings
 - b. Interpreter magazine (delivered by pdf six times each year)
 - c. Legacy magazine (delivered by pdf six times each year)
 - d. Journal of Interpretation Research (delivered by pdf two times each year)
- B. provide technical assistance from NAI staff as needed at rates comparable to that provided to NAI regions in the US
- C. provide bulk discounts on purchase price on Association Store books sold by NAI
- D. provide 50% discount on retail purchase price for InterpPress books in any quantity

IV. ADDITIONAL TERMS

NAI and EE&CRC of University of the Aegean agree that each partner will adhere to its written policies and all local, regional, and national laws that might affect this agreement. EE&CRC of University of the Aegean may charge additional fees to Greek members to cover costs of operations within Greece.

IV. TERMINATION OF MOU

This MOU will terminate on December 31, 2011 unless it is renewed in writing prior to that date. NAT or EE&CRC of Aegean University has the right to immediately terminate the MOU in writing at any time, provided that all other written commitments have been fulfilled.

V. SIGNATURES

Tim Merriman, Ph.D.

Date

Executive Director
National Association for Interpretation

Constantina Skanavis, Ph.D.

Date

Director

Research Centre of Environmental Education and Communication

Department of Environmental Sciences

School of Environment

University of the Aegean