



IACM – INTERNATIONAL ASSOCIATION OF CUSTOMS/TAXATION MUSEUMS

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## **IACM NEWSLETTER**

Education Programmes at the Customs Museums





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Although it seems only the day before yesterday that we had our Conference and General Assembly in Vilnius, Lithuania, time has passed. The topic of the 2018 IACM Conference was 'Education' in our Tax and Customs museums.

I was very pleased by the number of contributions to the conference - in speeches and workshop - by the members present. Education is an essential part of our museum work and of vital importance for specialized museums such as ours in the field of Customs and Tax history. Making education a cornerstone of our museum work, gives our Tax and Customs museums a right to exist.

All museums of our association are very fortunate in the support given by our Administrations, but they all expect us to do more than just work on our museum collections. It is by running educational programs it makes our museums relevant to society. That is why in the Tax & Customs Museum in Rotterdam, the Netherlands, we have made the educational department a focal point of the museum's policy.

In this Newsletter you will find articles by our members on 'Education'.

The conference in Vilnius has been a highlight in my second year as president of IACM. We need to share knowledge and expertise to improve our work for tax and customs museums all over the world. Talking about our daily museum work, from our own experience, is of great value. Personally I was very touched by the visit of the Medininkai monument on the border of Lithuania. This monument commemorates the death of 7 customs officials who were assassinated there in 1991. In the customs museum in Vilnius, a special presentation on this regretful act of violence also keeps the memory of this customs officials alive. A good yet sad example of the importance of a customs museum in presenting recent history.

At the moment of writing this introduction, the members of the European Union are all anxious about the near future: will the United Kingdom leave or stay within this European organization? Will there be a Brexit? And if so, in what way? In the Dutch Customs Administration the preparations for this possibly major change on border control, have been started earlier this year. Therefore we expect to welcome approximately 900 new customs officials to deal with the increasing custom's work at the Dutch borders.

Of course we hope that our new colleagues will come to visit the Tax & Customs Museum in Rotterdam to learn about the history and the importance of custom's work over the ages.

My sincere thanks to all members who contributed to this issue. And once again I would like to thank Indre Ramanaviciene and her colleagues for all the work they have put into organizing the 2018 IACM Conference, General Assembly and also for the production of this Newsletter.

Wim van Es,  
President IACM

## PROGRAMME

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### **Wednesday, 19 September, 2018**

#### **Arrival of Participants**

Check-in in the hotel "Congress Avenue", Gedimino avenue 12, Vilnius, Lithuania

- 13.00** – Meet & Greet at hotel reception/transfer to the Lithuanian Customs Museum
- 13.45** – Opening Ceremony & Visit to the Lithuanian Customs Museum
- 14.45** – Standing lunch at the Customs Museum (hosted by Lithuanian Customs)
- 15.45** – Transfer to the Vilnius Old Town
- 16.30** – Guided Tour to the Palace of Grand Dukes of Lithuania
- 18.30** – Free time in Vilnius Old Town

### **Thursday, 20 September, 2018**

**09.00** – General Assembly Working Session at the Hotel Conference Room

Reports of IACM Board:

President;

Treasurer;

Auditor;

Future Conference(s).

Discussion of the Social media working group.

**10.30** – Coffee break

**10.45** – Opening of the 26<sup>th</sup> Conference of IACM, Wim Van Es, President of IACM.

**10.45** – Short update (max 3 min.) of each member about their museums.

**11.30** – "Education rocks. Take your chances", Hanneke Louise Hoogendijk and Chantal Karels, Netherlands.

**11.45** – "Education first", Bert Verhoeven, Belgium.

**12.00** – Lunch.

**13.00** – Transfer to the Memorial of Medininkai (by bus), meeting in the hotel lobby.

**13.45** – Visit to the Memorial of Medininkai (part of Lithuanian Customs Museum), where the Special Forces of the Soviet Army executed 7 unarmed officials of the Lithuanian Customs and Police on 1991.

**14.15** – Transfer to the Trakai Island Castle

**15.30** – **17.30** – Visit to the Trakai Island Castle Museum.

**18.00** – Gala Dinner (hosted by Lithuanian Customs).

**20.00-20.45** – Transfer to the Hotel.

### **Friday, 21 September, 2018**

**09.00** – Continue the 26<sup>th</sup> IACM Conference.

**09.00** – "How to Combine Education & Entertainment. Lithuanian Customs Experience", Indrė Ramanavičienė, Lithuania.

**09.15** – "Educational Service at the German Customs Museum", Susanne Mehrkühler, Germany.

**09.30** – "Customs in Sight? Follow the Clue! Summer Junior Campus", Adriana Almeida, Portugal.

**09.45** – "Education in Action", Ágnes Onody, Hungary.

**10.00** – "A Hundred Years Ago – A Customs History Campaign", Janne Nokki, Finland.

**10.30** – Coffee break

**10.45** – **Workshop** "Education rocks. Take your chances", Hanneke Louise Hoogendijk and Chantal Karels, Netherlands.

**11.15** – Discussions & Miscellaneous.

**12.00** – End of the 26<sup>th</sup> Conference of IACM.

## AUSTRIA

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The Austrian Customs Museum regularly welcomes students who learn the profession of forwarding merchant.

The guided tours of the museum will be complemented by specialist lectures on customs law and species protection.

And every year the new employees of the customs administration who receive their customs training at the Federal Finance Academy will also be guided through the rooms of the customs museum on an excursion, thus giving them an understanding of the historical development of the Austrian customs administration.



## BELGIUM

### KROKUSKRIEBELS: A BUNDLE OF JOY IN THE C&E MUSEUM

*Krokuskriebels* is an event organised every two years by the *Gezinsbond* (the biggest Flemish family association) during spring break and focusses mainly on activities in some 100 museums for children between 4 and 12 which they can experience together with their parents, grandparents and/or friends.

In 2018 our museum participated for the third time and have doubled the number of visitors of the 2014 and 2016 editions. It was thus a huge success for us and we were very pleased to see so many happy faces in our museum during these 5 fantastic days.



The entire museum was turned inside out in search of treacherously hidden figures and secretly taken pictures. People touched, smelled and drew as if their lives depended on it. Families took photos dressed as a tough motorcyclist, but also as authentic customs officers from the 1970's. Furthermore kids (and their parents) learned in a playful way that some souvenirs are absolutely not for sale and that counterfeit goods can also be dangerous.

the highlight for many, if not all, was the rummage trail where kids could wear a real customs overall, helmet and flashlight with which they went on crawling through the dark in search of a hidden treasure. The inspirational guidance of customs officer undoubtedly gave the finishing touch.



But  
team

Wim



After a fun and educational visit, we sent all boys and girls home with a small goodie bag containing some nice memories of their day as a customs officer. They went home with a diploma which they could stamp themselves, a funky doorhanger, a cool magnet to put on the fridge and a polaroid picture of the entire family dressed up as customs officers.

When the last visitors left Friday afternoon, we were all tired but also very proud of the result our team achieved in getting all these smiles on the young (and not so young) faces.

## CHECH REPUBLIC

The Czech Customs Administration took part in the celebrations with regards to 100 years of the foundation of the former state of Czechoslovakia. This celebration was organized in Prague from 26 till 28 October 2018.

There were other armed services involved in this event and the Czech Customs Administration presented its Museum and related artefacts from the times 1918 – 1938. The exhibition of artefacts was presented in a historical office of the “Chief of Customs Office”. As you can see there are historical artefacts including officers dressed in historical old uniforms.

Within a couple days there were many visitors who were able to see the historical weapons, old photographs, original documents, customs stamps and many other important and necessary equipment used by customs officers in their job.



## FRANCE

### LA MÉDIATION CULTURELLE AU MUSÉE NATIONAL DES DOUANES CULTURAL MEDIATION AT THE CUSTOMS NATIONAL MUSEUM

In order to welcome a larger and more diverse public and help him to enjoy his visit, the French Customs National Museum created in 1999 a Cultural Mediation Service. Its first mission was to offer educational programmes for schools: nowadays, six different visits with activities are available for pupils from kindergarten to high school.

Since 2002, recreational programmes were created for day-care centers. The museum now offers ten workshops suited to children from 3 to 13 years, including a new game for the youngest visitors, created this year: *Teddy trafic*, staging counterfeit toy traffickers. During the holidays, the same workshops are offered to children who come with their parents, with a great success. Families can also discover the collections in a fun way with four different free playbooks.



This policy of a dynamic cultural interpretation has proven very rewarding. The attendance rate of young visitors has more than tripled since the creation of the cultural mediation service. About 4,000 children come every year to visit the museum, with or without a specific programme.

Adults are not forgotten, with an average of 40 guided tours per year during the past 20 years. Eager to improve and diversify its cultural offering to the individual visitors, the museum

carried on its modernization in 2012 by developing an audioguide, available in French, English, Spanish and Mandarin.



The museum also participate to many national and local events, which are keys moments to create new bonds between the collections and the visitors. Every year, European Heritage Days, *European Museum Night* or Music day are opportunities to design new and unique animations for a wide audience: concerts, games, plays or movies are some of the many ways experienced to illustrate the history of customs and the museum collections in an original way.

Temporary exhibitions are also special occasions to re think the cultural offertowards the public, mainly towards the young. Specific activities and free playbooks are developed for each exhibition. In 2017, *Itinerary of a parcel without borders*, in partnership with the NGO *Doctors Without Borders*, has been visited by almost 450 pupils.

In 2019, the Customs National Museum will celebrate its 35 years through a rich program of events and new occasions. Workshops and visits will be available to families every first

Sunday and Wednesday of the month; new free playbooks will be designed for children under 7; a comfy space will be especially installed for families during school holidays, with children's books available; and the European Heritage Days will have a few surprises in store.



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## GERMANY

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### MUSEUMS EDUCATION IN THE GERMAN CUSTOMS MUSEUM

Since the new redesigning of the exhibition in 2008, the German Customs Museum has become more interesting for children and young people. The German Customs Museum follows a concept, where young visitors are encouraged to touch, try out and join in. This is currently possible at 15 or more interactive and multimedial stations. The alteration of the exhibition concept brings along new aspects of the museum work.

Here we are looking at the following groups of visitors:

- \* preschool (5 - 6 years)
- \* day nursery (1st - 4th class)
- \* elementary school (7 - 10 years)
- \* adolescents (5th -8th class)



Visitors from the above mentioned age groups are representing an increasing number of visitors to the museum. Each week these are around four groups of 20 participants. During the school holidays these are mainly day nursery groups, families with one child, siblings or friends of all age groups.

We offer three different options for groups of children & school classes:

#### The museums conversation (school classes, duration 90 minutes)

The tour provides a compact overview of the wide tasks of the customs. During the museums conversation three to five topics in the exhibition will be presented in detail. Subsequently the pupils can easily orientate themselves. The event has a dialogical character. There is time to respond to questions.

The birthday project (for families with 6 – 10 year old children, duration 150 minutes)

The guided tour mediates a child-friendly overview of the current tasks of the customs. During the guided tour children are encouraged to work with exhibits that will be offered to them. This form of knowledge transfer enables the children to understand and process what they saw and heard. In the second part of the guided tour the senses of the children will be challenged. In a specially created room located on a shipping pier, the children will feel, smell and taste. There is also the possibility to eat cake or bread together.

Self-organized groups (school classes, duration 60 minutes)

If a group of children or a school class will walk through the exhibition without any advance booking, we can offer age-appropriate rally-forms, that can be completed independently from the visitors.

Conclusion:

Learning outside of school is an integral part of the educational concept for all age groups. Knowledge and experience in the museum promote active learning which can be expanded and deepened in daily life. The German Customs Museum offers a rich treasure of topics ranging from species protection, training opportunities to the history of customs and customs dogs.



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## HUNGARY

### EDUCATION IN ACTION

The National Tax and Customs Administration (NTCA) was established by the merger of Tax and Financial Control Administration and Customs and Finance Guard in 2011. Providing adequate information for the citizens, the employees' education and vocational training were considered traditionally important by both organizations.

Improving the financial knowledge of the ever younger generation is a general trend. The NTCA pays particular attention to shaping the attitude of the young, establishing compliance and the tax awareness even in childhood.



Since the curriculum containing teaching material concerning taxation can be found almost exclusively in institutions providing economic education (economic vocational schools and higher education), the measures implemented by the NTCA are aimed at accomplishing in each type of secondary schools. Graduate students constitute the primary target group, who are followed by the 11th class.



The colleagues of the NTCA try to provide a comprehensive overview of taxation and the tax authority using tools of the experiential and cooperative education. The organisational structure, the geographical location, the professional division of the administration are presented and the pupils can also get to know the Client Gate and its advantages.

In the outsourced contact centres there is also an opportunity to open a Client Gate

The experts take lessons and organize programs for student groups at the museum all year. Night of Museums 2018 was one of the successful examples this year.

The museum introduced the diverse and widely interested activity through a monumental, interactive, more-station „treasure-hunting” game with the cooperation of colleagues of different professional fields of the NTCA.



The well-functioning cooperation provided an all-night, entertaining and educational program, this time not in the classrooms but in the leisure time, for a broader interest group.

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## LITHUANIA

### HOW TO COMBINE EDUCATION & ENTERTAINMENT

We all know that the idea of blending education with entertainment keeps people engaged due to making education a pleasure. People can better absorb information by having fun or by participating in hands-on learning.



At the Lithuanian Customs Museum, we are trying to combine so called adventure education and give the message conveying what we want to share with people about our institution and its activities.

During the Museum Night events, we invite our Mobile groups and show their cars and equipment to visitors. The Lithuanian Customs has one car confiscated from smugglers. The Customs came up with the idea to adapt the seized car to patrolling and catching other smugglers.



The Museum visitors can come and try detection equipment, working tools and other technologies necessary for the work of the customs officers who are patrolling the roads. One more feature distinguishing this car from the other customs cars is that it has the inscription "Confiscated from smugglers" written on it, and this is a good way to show people what we are doing with confiscated goods, to tell them that we are not wasting money of the state, and to give them the message "don't be a smuggler".

Follow the hint game at the Museum. The main idea is to get a hint and try to find one of the artefacts of our Museum. The visitors can find near this artefact the second hint, then the third one and so on... All artefacts (which are the hints) are telling stories. There are 5 hints in total, and after this game the visitors get a prize – small souvenir or chocolate with the logo of the Lithuanian Customs.



The main purpose of the game is to engage the visitors, to show them that the Museum is not a boring place, and to give more information about the Customs, because during this game they look at our exhibits more carefully, since they don't want to lose the next hint.



Last winter the employees of the Lithuanian Customs Museum organized the Animal Day at the Customs Museum, and invited pet owners to come to the Museum with their pets.

We announced about this event only on our Facebook page, and we did not expect that it would be so successful.

This event was a good opportunity to explain what kind of documents you need, if you want to travel with your pet, and to inform more exhaustively about the CITES convention.

We are lucky that we have at the Museum a professional cynologist, who delivers lectures on dog training and tells visitors a lot of stories from behind the scenes of dog-trainers' work. He is well-known in Lithuania as a professional cynologist, so our visitors can get a free professional dog-trainer's advice, if they come to the Customs Museum.



## LUXEMBOURG

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### EDUCATIONAL PROGRAMS IN THE LUXEMBOURG CUSTOMS MUSEUM

There are no practical educational programs in the museum, but the museum is used to explain the rich history of customs to the visitors. Normal visitors coming by groups on appointment learn the history of the customs administration during their visit to the museum as in all museums around the world. But actually, two new programs are used by the museum. On one hand, every new customs officer spends an afternoon during his formation in the museum to learn the history and the traditions of the administration, he is preparing to work for normally 40 years.

This is an important aspect of his education in the administration. On the other hand, the customs museum is member of a newly created platform, where the museum presents itself and the teacher of a school class can see this presentation and if he and his school class is interested in a visit, he contacts the museum and the date of the visit is arranged between the teacher and the museum.



The museum hopes to get more and more young people to visit the exhibition by that way. A new customs officer has also been engaged to look at the museum, so that more visits can be accepted and the museum will ask to be again in the program book of the national tourist information, so that more groups of visitors can be hosted. The museum sometimes participates at student exhibitions where the customs administration is looking for new customs officers and the part of the museum is to show artefacts in order to give more life to the information stand of the administration.

The electronic question and answer game has also been modernized so that visitors can actively participate in the exhibition.

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## PORTUGAL

### CUSTOMS IN SIGHT? FOLLOW THE CLUE!

For younger visitors, which we consider Millennials, museums activities should be particularly practical, relevant and allow visitors to be not only simple receivers of information but rather discoverers of facts and producers of new knowledge.

The trilogy: hands-on, minds-on, hearts-on should be present as much as possible so that the museum visits become unique and memorable moments for the younger ones.

The museum believes that a visit made up of significant sensory and emotional experiences for the public will contribute to the establishment of affective bonds that will make regular visitors of museums in general and to our museum, particularly.

As an example, we can present an activity that is developed in partnership with the University of Porto - "Universidade Junior". Designated by "Custom in sight? Follow the Clue!", it has been developing since 2016 during the summer holidays. For four weeks



and each day, the museum welcomes a group of 15 elements, that develop activities that aim to get to know the history of the Customs House and its surroundings.



During the morning they participate in an exploratory visit - Treasure Hunt which goal is to discover the Treasure of Captain Nortada. In the afternoon, the workshop "Who is the better dispatcher?" ("Despachar depressa e bem, não há quem!") that allows the group to experience the tasks involved in the dispatch of goods: to observe, describe, report, count, weigh, measure, search, calculate and pay). Last but not least, a Peddypaper in the surrounding area of the building - Miragaia - that allows a closer contact with the local community and their material and immaterial heritage.

Over the 3 editions (2016, 2017 and 2018) around 750 young people took part, of between 10 and 12 years of age. The main goals to achieve are:

- to share the history of the Porto Customs House;
- to promote the gratification of knowing and protecting the heritage of Porto;
- to involve young people in new experiences combining play and learning;
- to promote new publics (that may return with family and / or school);
- to consolidate the partnership with the University of Porto (a museum associate);
- to strengthen the celebration of the European Year of Cultural Heritage.

Portuguese Customs Museum: a Museum of all... made by all!

## THE NETHERLANDS

### TAKE YOUR CHANCES

By Hanneke Hoogendijk and Chantal Karels

Which opportunities can you create for your educational programme? In this recap of our presentation you can read more about the *Education department at **Belasting & Douane Museum***. We would like to tell you more about our new **approach**, the **chances** we took and the **partners** we reached out to in order to get the **results** we wanted.

#### A pragmatic approach

All of our educational programmes used to be free of charge, but we decided to determine a value. However if you pay for a school programme, it has to be of high quality. We had to look critically at the existing museum lessons, both their substance and the museum teachers who greeted the school groups. We had to improve our quality. By focusing on the demand and taking a better look at the needs and desires of the customer; the school. The result was innovation in all lesson programmes and the team of the teachers.



#### Chances: new team, new programmes



The selection of the museum teachers was based on their experience in education or the cultural sector. They were not only expected to teach, but there were also regular meetings where new teachers were asked to help plan new programmes based on their experience.

The team of new museum teachers gave us a better view of the needs of education, but the new programmes also had to fit into the school curriculum.

The new programme “*Caught out!*” fits the educational demand. This programme links stories of former border controls, with objects in the museum. Primary goal of each exercise was to stimulate and enthuse pupils, through experiencing the thrilling investigation of historical objects first hand. Moreover it provides an improved didactic message, compared to the programme previously offered in the museum.



**Invest in partners, get the word out**  
Cultural intermediary provide a great network and can help you better the problem of reaching out to schools. We did find several partners, such as the KCR. The KCR sorts and bundles together what's on offer and ensures the school gets a programme put together from one source. This way we were able to reach more schools in Rotterdam.

In order to reach more schools, we decided to promote our educational program among all primary schools in the province of South Holland. For this a poster was designed to boost our publicity. The poster highlighted not only 'Caught out!,' but also our other programs as well. We made it visually attractive, so the poster would decorate the classroom for a long time.

### **Our results**

Since 2016 schools had to pay for museum lesson guidance, but did schools have a shock? All of our work resulted in double the number of museum-visits by primary schools compared to the previous year. In 2017, 141 school groups visited the museum, 30 more than 2016. Primary school visits have increased most.



## MOMENTS OF 26<sup>TH</sup> CONFERENCE OF IACM IN VILNIUS, LITHUANIA





















