



How can Heritage assist People to enhance: “Living Together”?

Two Community Engagement Projects from Malaysia

Waltraud Brigitte Mayr
School of Languages, Literacies and Translation
Universiti Sains Malaysia

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Lisa Stansfield: Living Together

We've got to live together if we're gonna be free
We've got to find the answer right now
We've got to live together
We've got to see each other for whatever we are
We've got to solve the problem
Together
We've got to live together

....

We **can** do it, we **can** live together

Introduction

Community projects present a practical instrument

- to supplement (cultural) heritage projects and
- to support the preservation and use of (cultural) heritage applying community driven development (CDD) approaches.

Introduction

The appreciation of people's own culture and heritage has important impacts on social development.

Investment in cultural heritage can

- increase the awareness of a community's own identity,
- boost confidence and
- can be a factor in social mobilization and empowerment.

Appreciation of cultural heritage may promote inclusion and complement capacity building.

Sense of local ownership and economic incentives also encourage good governance practice.

Introduction

In this context, two projects from Malaysia are here presented:

1. A German Heritage Trail in Penang
2. A Botanika Volunteer-Guide (BVG) Programme in Penang.

These are examples for:

- Community-based research
- Public outreach
- Collaborative project for partnering local community constituencies with government agencies, non-profit organizations, or
- Regional educational institutions for the documentation, preservation and integration of local heritage.

Quality Ensurance

- Empowerment of stakeholders
- Mainstreaming
- Utility
- Sustainability

Four levels of engagement:

- Information
- Consultation
- Involvement
- Participation

German Heritage Trail in Penang

Location Map of
German Heritage Trail
in Penang

LEGEND

-  The Rise of the German Shipping & Trading Houses
Der Aufstieg der deutschen Schifffahrt & Handelshäuser
-  Henry Alfred Neubronner; Architect & Versatile Citizen
Henry Alfred Neubronner; Architekt & wandlungsfähiger Bürger
-  August Huttenbach; Industrialist and Legislative Councillor
August Huttenbach; Industrieller und Stadtrat
-  Sturzenegger & Co.
Sturzenegger & Co.
-  Uhlenhorst
Uhlenhorst
-  U-boat Base, Penang
U-Boot-Basis, Penang
-  The Battle of Penang - 1914
Die Schlacht von Penang - 1914
-  Johann Georg Bausum; Independent Missionary
Johann Georg Bausum; Unabhängiger Missionar
-  Christian Cemetery
Der christliche Friedhof
-  Friedrichs' Ruhe
Friedrichs' Ruhe
-  German Heritage Trail Plaque Locations

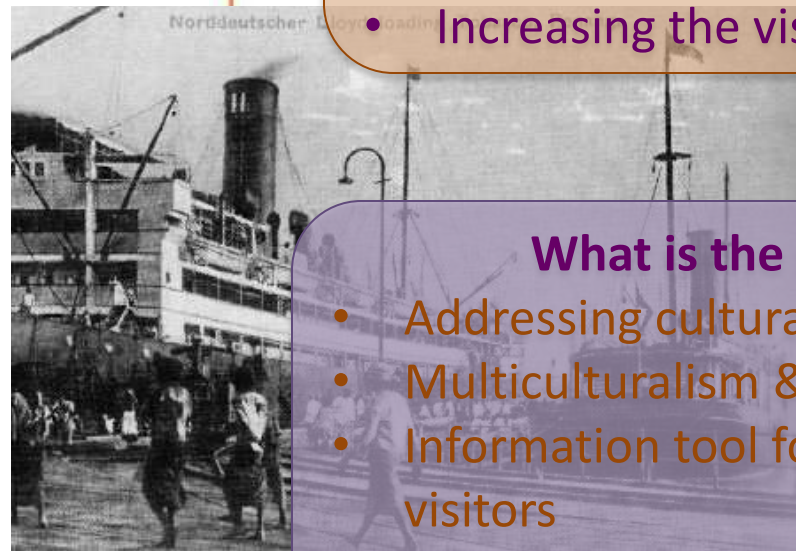


German Heritage Trail in Penang

2 The Rise of German Shipping

German traders contributed to the economic growth of Penang in the last quarter of the 19th century. The establishment of a regular shipping to East Asia in 1885 by the Norddeutscher Lloyd shipping line gave the German merchants a competitive edge in the Far East.

German involvement in international shipping was abruptly interrupted by the First and Second World Wars, most notably the Norddeutscher Lloyd. After being the first and second largest shipping companies in the world. In 1970, they merged to become Hapag-Lloyd.



Norddeutscher Lloyd loading Tobacco, Penang
 Norddeutscher Lloyd, Das Laden von Tabak, Penang.
 Image source: Penang Ship History Service.

2 Der Aufstieg der deutschen Schifffahrt

Schon im letzten Viertel des 19. Jahrhunderts brachten deutsche Händler zum wirtschaftlichen Aufstieg Penangs bei. Die Etablierung regelmäßiger Schifffahrtslinien nach Ostasien durch den Norddeutschen Lloyd im Jahre 1885 brachte den Deutschen einen Wettbewerbsvorteil im Fernen Osten ein. Aber die deutsche Beteiligung an der internationalen Seefahrt wurde durch den Ersten und Zweiten Weltkrieg jäh unterbrochen. Das betraf auch den Norddeutschen Lloyd. In ihrer Blütezeit waren Hapag und Lloyd die beiden größten Schifffahrtsgesellschaften der Welt. 1970 schlossen sie sich zu Hapag-Lloyd zusammen.



In what way is this project unique and creative?

- Building awareness for the German community in Penang
- Social appropriation that focuses on residents, associations and international bodies
- Building social ties
- Increasing the visibility of many facets of the community

What is the social value of this project?

- Addressing cultural diversity & cultural heritage
- Multiculturalism & Interculturalism
- Information tool for inhabitants of George Town and visitors
- Promoting community network



German Heritage Trail in Penang

3

Trading houses

German entrepreneurs played a major role in developing tin mining as a leading industry in Malaya¹. The earliest German tin smelting company in Penang was Friedrichs & Co. In 1890, its tin smelting business was acquired by Behn, Meyer & Co. which became a major tin producer in Penang. In 1901, Hamburg-trained Heinrich Jessen, joined Behn, Meyer and Co. in Penang in 1908. He became the first managing director of the Eastern Smelting Company.

Schmidt, Küstermann & Co. at No.2 Weld Quay

Schmidt, Küstermann & Co., one of the oldest import-export companies in Penang was a branch of the trading house Rautenberg, Schmidt & Co., which was originally founded by entrepreneurs from Hamburg and resident in Singapore. During the First World War, Schmidt, Küstermann & Co. was taken over by the custodian of public property. Later on, Sturzengger & Co. occupied the premises.

¹Malaysia was formerly known as Malaya

What is the potential of this project to expand and to develop?

- Can be reused and adopted to a number of areas
- German Heritage Trail in East Malaysia or a Swiss, Dutch, French, Japanese Heritage Trail in Penang

What was the triggering factor of this project?

- 2004 Teaching unit by researcher & USM students
- Distribution of 1,000 flyers in Malaysia
- 2011 Picking up the idea again (by the German Embassy)
- 3 October 2012 Launching of the German Heritage Trail

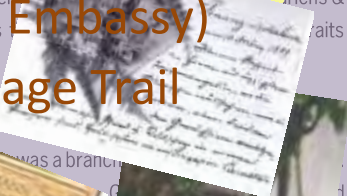
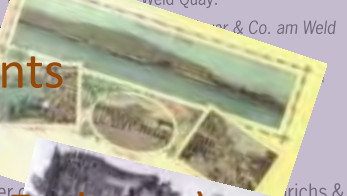
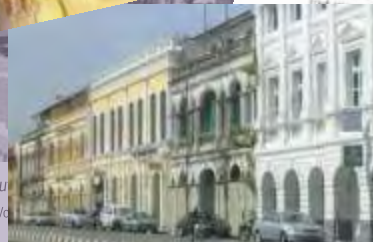
Behn Meyer & Co. Ltd, was the first German company that secured a share of the rubber and tin trade in the East Indies founded in Singapore by two citizens from Hamburg, Messrs Behn and Meyer. In August, 1891 a branch of Behn, Meyer & Co. opened in the Beach Street, Penang. After that, the company took over the tin smelting business of Friederichs & Co. and its offices. The firm later moved into the shipping office at No. 3 Weld Quay. In 1915, during the First World War, Behn Meyer & Co. was expelled from the Penang Chamber of Commerce on allegations of supporting German war efforts. Its assets were seized as enemy property and Behn Meyer & Co. was forced to resume trading in Penang through its Trading Company.



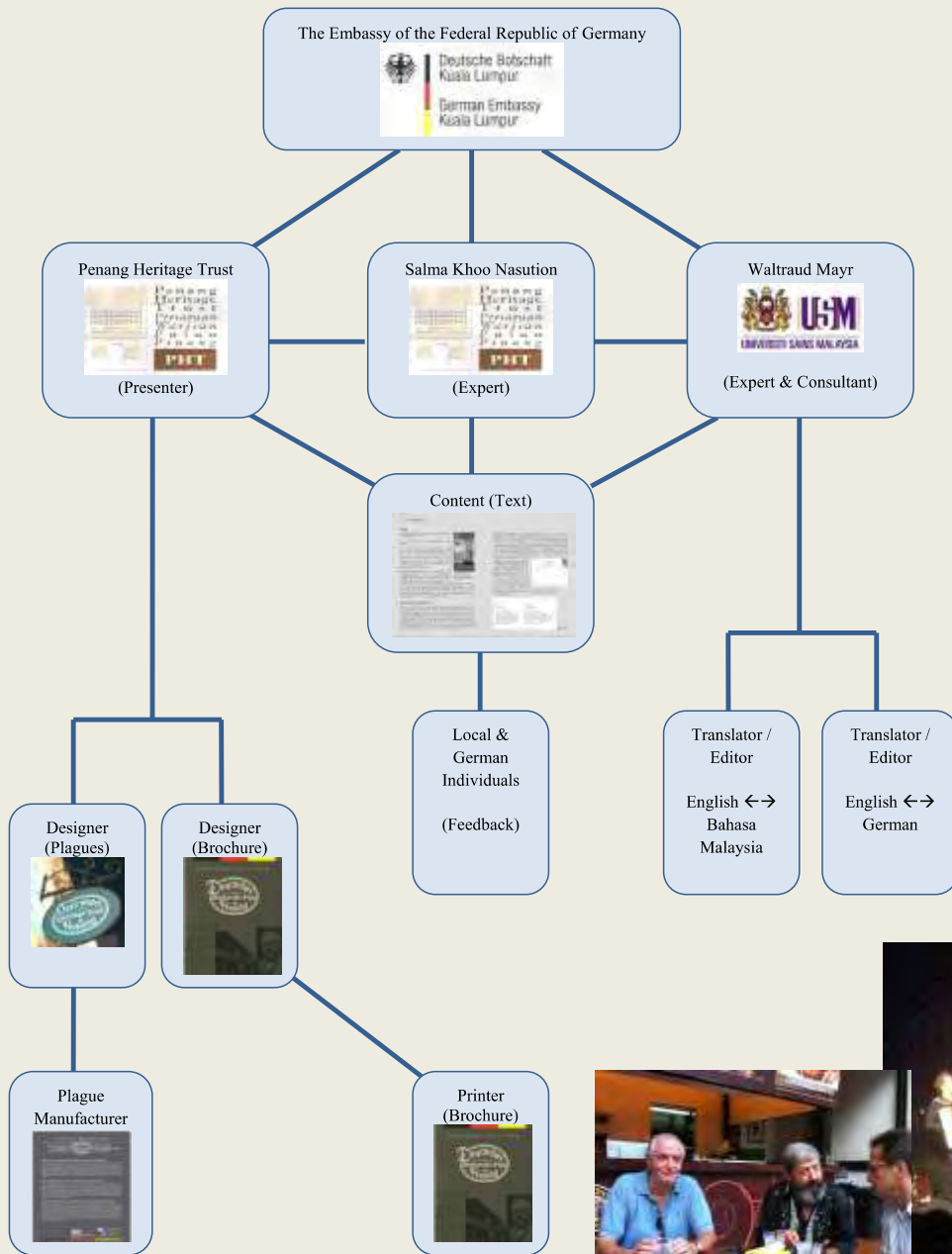
Behn, Meyer & Co at No.3 Weld Quay.



The 4 German trading houses at Weld Quay. Die 4 deutschen Handelshäuser in Penang. Behn Meyer & Co. - Arnold Meyer, A Company History, Vol. 1, p. 10



Flow Chart A German Heritage Trail in Penang



4 Schriftsteller

Karl May

Karl (Friedrich) May (1842-1912) war ein beliebter Autor von Abenteuergeschichten für Leute jeden Alters. Seine Reiseeindrücke von seinen Reisen, die auch einen Aufenthalt auf Penang einschlossen, hat Karl May in dem Buch **Und Friede auf Erden** niedergeschrieben und 1901 veröffentlicht. Karl May kam mit dem österreichischen Dampfer **Vindobona** aus Colombo. Nach einer fünftägigen Reise erreichte er Penang am 02. November 1899. Er reiste mit seinem ägyptischen Butler Omar Sejjid, dem er den Spitznamen „Held der Teestunde“ gab.

In Penang residierte Karl May im **Eastern & Oriental Hotel**, dem er in seinem Reisetagebuch eine ausführliche Beschreibung widmete. Eines der Kapitel in seinem Buch, welches einfach **Die Shen** (Menschen) heißt, beginnt mit seiner Ankunft in Penang, wo Karl May seine Eindrücke von der chinesischen Gesellschaft und ihren Gewohnheiten hatte. Vornehmlich hielt er sich nicht für die Chinesen, sondern hielt sie als Personen mit einem bestimmten Hintergrund, dachte keine Vorurteile nach, die sie gegeneinander hegten. Karl May als Pazifist bekannte sich gegen die religiösen Fanatismen.



What were the challenges of this project?

- Limited time allocation (9 months)
- Limited funding
- Limited knowledge
- Limited active manpower
- Different views

Hermann Hesse & Wald Over Nr. 2

Hermann Hesse (1877-1962), der im Jahre 1946 den Literaturnobelpreis erhielt, reiste 1911 nach Ostasien. Seine Reise wurde später in dem Buch **Aus Indien** publiziert. Die Ausgabe aus dem Jahre 1980 erklärt den Hintergrund dieser Reise wie folgt: Hesse sei neugierig auf Indien, das Land, in dem seine Eltern und Großeltern gelebt und als Missionare gearbeitet hatten. Seine „Reise nach Indien“ wurde zu einer dreimonatigen Dampfschiffreise nach Colombo, Penang, Singapur, Straits (Penang, Malacca, Sumatra). Von Penang aus fuhr er über Land nach Ipoh, Kuala Lumpur, Johor und Singapur, bevor er auf dem Seeweg nach Sumatra weiter reiste. Hesse's Reise nach Penang können aus seinen skizzenhaften Tagebucheinträgen rekonstruiert werden.

Er segelte am 27. September 1911 in den Hafen von Penang, wo er und sein Freund Hans Sturzenegger (ein Kunstmaler) von Hans' Bruder Robert Sturzenegger empfangen wurden. Die

“Intercultural Education provides all learners with cultural knowledge, attitudes and skills that enable them to contribute respect, understanding and solidarity among individuals, ethnic, social, cultural and religious groups and nations.”

(Source: UNESCO Guidelines on Intercultural Education, p.32)

Botanika Volunteer-Guide Programme

Developed by FOPBGS and PBG



Mission:

Provide visitors with programmes that focus on

- the historical and cultural heritage of the Gardens,
- the plant collection,
- the natural landscape and
- the rich diversity of flora and fauna

“Penang Botanic Gardens – By the people, for the people”

The History of the Penang Botanic Gardens

Entrance of the Penang Botanical
Gardens

YESTERDAY



The old rain tree at the
entrance of the Penang
Botanical Gardens

TODAY



Botanika Volunteer-Guide Programme

In what way is this project unique and creative?

- Enhancing community engagement
- Capacity building (Confidence & Skills development) in environmental education and environmental protection among the Penang public

What is the social value of this project?

- Engaging with all age groups of people (children, young people, older people)
- Biodiversity & Humanity are inseparable
- Community involvement is a key component
- A social appropriation project

Botanika Volunteer-Guide Programme

What is the potential of this project to expand and to develop?

- Positioning Penang as an innovative and authentic island that is engaged in environmental issues
- Setting a sign for the development of environmental consciousness in whole Malaysia

What was the triggering factor of this project?

- Addressing the heritage of the Gardens
- Improving Malaysians' attitude towards the natural environment combined with the desire to maintain social connections, respect cultural values, solidarity and social integration in communities
- Information tool for inhabitants of George Town and visitors

Flow Chart
Botanika Volunteer-Guide (BVG) Programme

Friends of Penang
Botanical Gardens
Society (FOPBGS)



Penang Botanical
Gardens
Authorities
(PBG)



Planning the Community Engagement Project
(Content & Activities)

&

Carrying out & Facilitating
the BVG Programme

Local & Foreign
Individuals
(Participants)



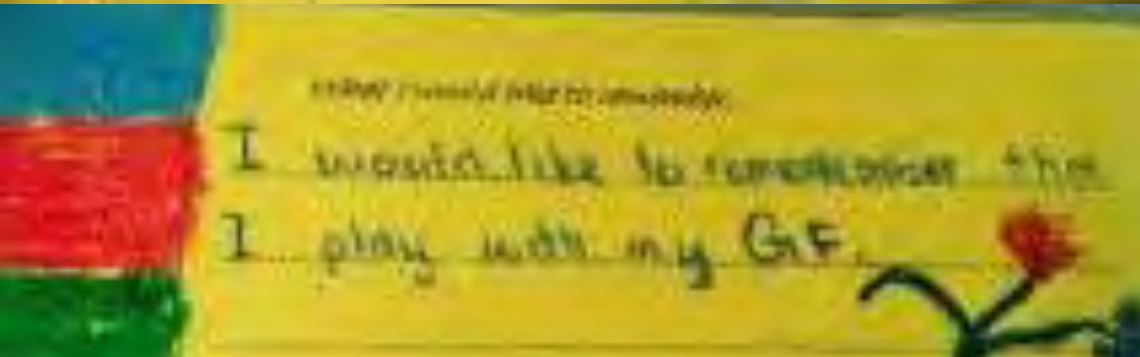
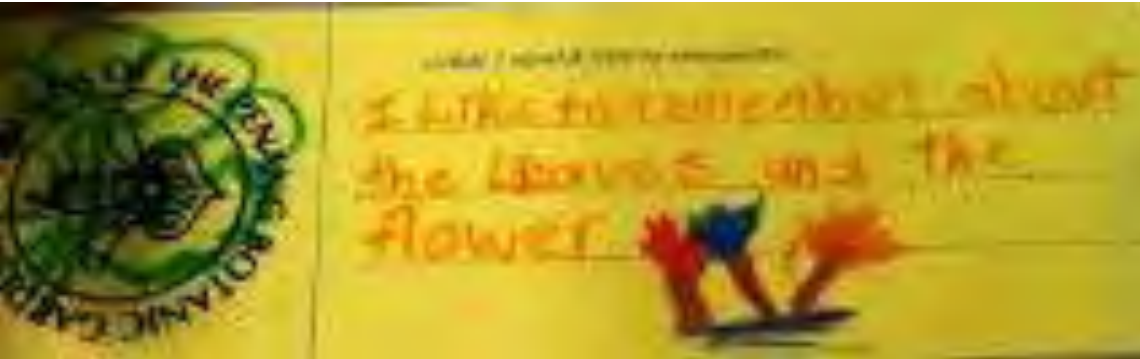
Planning a Community
Engagement Project
(Content & Activities)



Local Individuals
(Participants)



Botanika Volunteer-Guide Programme



What I would
like to
remember:



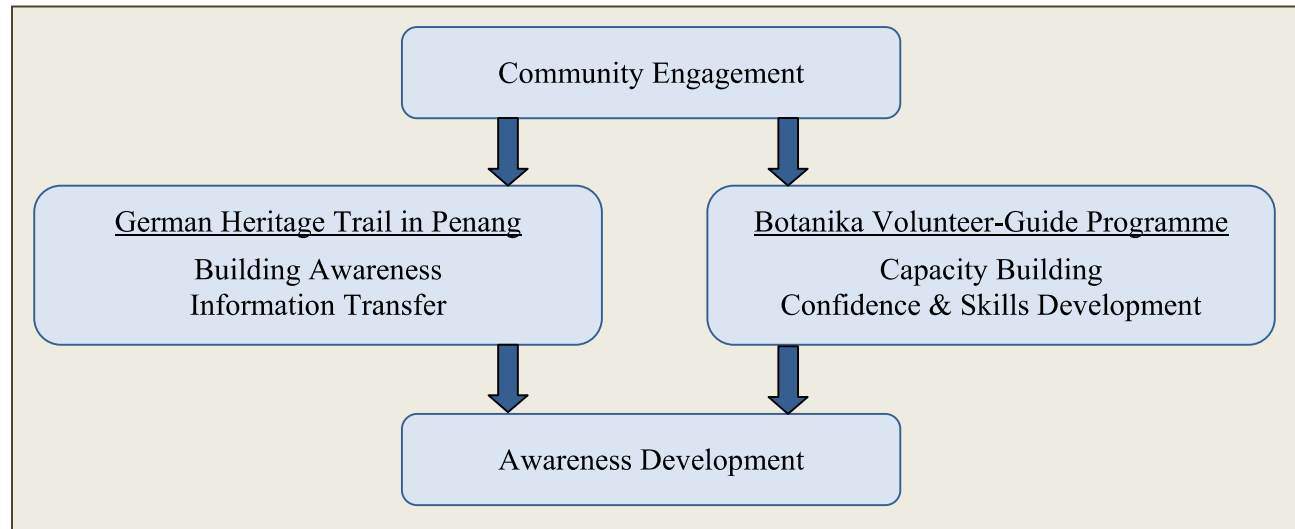
What were the challenges of this project?

- Limited time allocation
- Insufficient commitment
- Limited application of the new knowledge in their daily routine
- Limited funding

How was the conflict management?

- Working with minimal number of meetings
- Networking via internet facilitated the communication among the stakeholders
- On the initiative of the facilitator, the teams met up again
- A 'To-do' list
- Working around the allocated funding & charity

Conclusion



Two main challenges for 'Living Together' in harmony:

1. Intercultural communication
2. Commitment

Consequences:

- Building relationship between the stakeholders
- Empower the community - Creating ownership

Conclusion



The Skills Pyramid

(Source: Retrieved on 12 November 2012 from <http://www.onlinelearning.qld.gov.au/materials/ce/online/ce/info/learning/guide/t8s1.htm>)

Thank You



Email: waltraud@usm.my