



MANAGEMENT OF HERITAGE IN COASTAL LANDSCAPE: **THEY KEY TO SUSTAINABLE LOCAL DEVELOPMENT**

5-7 November 2019
Lea Artibai (Basque Country)

INVITATION

Europe's maritime & fluvial regions exist in great diversity, yet show parallels in spatial & political challenges. The Cultural heritage of these regions form an essential part of coastal landscape. This heritage is considered particular vulnerable exposed to spatial changes in transport, industrialization of fisheries and use of coastal zones for tourism. Regional policy instruments will improved through new projects, improved governance and structural change.

Reaching its end the HERICOAST project is able to show how to improve regional policies for heritage management in maritime & fluvial regions. It has facilitate policy learning among the partners, in the regions and with other projects and increased the exchange of experience over all. In line with the European Union's advice the project shaped the participatory governance of cultural heritage in the regions. In this way, the regions have achieved a better balance between exploitation & preservation measures during the redeveloping of coastal landscapes.

The project HERICOAST therefore developed a toolbox for regional policy development, underpinned with re-usable best practice examples. Each region is implementing the new heritage policy through action plans. The project activities combined successfully the tangible, intangible and digital dimensions of cultural heritage as inseparable and interconnected. Furthermore the regional cultural heritage policy development was improved by strictly evidence-based decision-making. In consequence all stakeholders start measure the impact of actions on cultural heritage. The development of policy, instruments and action plans addressed the need for long-term multi-stakeholder cooperation. In this way HERICOAST as an European Year of Cultural Heritage 2018 labeled project shows ways how to contribute on local and regional level to the five pillars which the EU Framework of Action on Cultural Heritage has formulate:

- Cultural heritage for an inclusive Europe: participation and access for all.
- Cultural heritage for a sustainable Europe: smart solutions for a cohesive and sustainable future.
- Cultural heritage for a resilient Europe: safeguarding endangered heritage.
- Cultural heritage for an innovative Europe: mobilizing knowledge and research.
- Cultural heritage for stronger global partnerships: reinforcing international cooperation.

The final conference of the Hericoast project is organised as part of Civiscapes series of Marinescape Forums. Marinescape Forums bring together regional and national, civil and institutional stakeholders from Europe and the Mediterranean in order to open a dialogue towards solutions that could mitigate the current threats and highlight challenges to coastal landscapes.

The final conference will be a perfect opportunity for the participants to think about the heritage and its importance; it will feature a line-up of expert speakers sharing their experience and expertise. The results presented by the Hericoast project stakeholders will confirm that the project learning process was successful and that the implemented actions have the potential to contribute to a systemic change.

Most of us learn best by seeing good practices, and the afternoon workshop will invite the participants to know more about the selected practices. Exhibition with the results of the HERICOAST project and good practices from the partners` regions will be showcased at the event.

The interpretation will be provided during the event day and the second day, whereas all the actions of the workshop will be held in English only.

More information about the event is available at www.interreg-europe.eu/hericoast/ or on the phone +34 946169088

Warmly welcome!



HOTEL VENUE: SILKEN URIBARREN JAUREGIA * (LEKEITIO)**

AGENDA

TUESDAY 5 NOVEMBER

20:30 Arrival at Lea Artibai. **Welcome event and dinner in Lekeitio**

WEDNESDAY 6 NOVEMBER: CONFERENCE DAY 1

Venue: Silken Uribarren and Santa Katalina Lighthouse (Lekeitio)

09:00 Welcome speech (President of the Development Agency: Jon Arriola)

09:30 **SESSION 1: Heritage, landscape and development**

Keynote speakers and panel discussion

1. Mikel Xabier Aizpuru (Director of cultural heritage - Basque Government)
What policies do you use to activate or preserve your heritage from your department?
2. Iñigo Uriarte (Basque Government Tourism Dep. Public - private partnerships and regional development manager)
The importance of public/private collaboration in project management (tourism activation)
3. María Peraita (UNESCO- Cultural landscapes and heritage of the University of the Basque Country)
Heritage recovery as a key to improve local development
4. Linde Egberts (Vrije Universiteit Amsterdam)
Value interregional learning between coastal regions
5. Catherine Magnent (EU Commission) - TBC
6. Sneska Quaedvlieg Mihailovic (Europa Nostra) - TBC

Moderated debate with the experts

Chair: Dirk Gotzmann, Civilscape

11.00 **Break**

11.30 **SESSION 2: Hericoast project**

The state of play of interregional cooperation

Alexis Françoise, Interreg Europe Joint Secretariat

Project learning process and key results

Kåre Kristiansen, Vest-Agder County Council

Action plans, transfer of good practices and regional impact

6 Hericoast partner regions

13:30 **Lunch at SILKEN Uribarren Jauregia, Lekeitio**

14:45 **Closing remarks.** Koldo Goitia, Mayor of Lekeitio
Basque dances and a chorus with Basque songs

15:30 SESSION 3: Heritage as a strategic resource for development

Thematic introduction to the good practices

Dirk Gotzmann, Civilscape

On site demonstration of Leiketio's maritime heritage center at Santa Katalina Lighthouse

Nekane Irusta, Leartibai Development Agency

Transfer of the good practise to Donegal County

Alana Greene, Donegal County Council

18:30 Bus to Ondarroa

20:00 Dinner at Batzoki, Ondarroa

THURSDAY 7 NOVEMBER: CONFERENCE DAY 2

Venue: Albaola Sea Factory

08.00 Bus to Albaola, Pasaia

09.30 SESSION 4: Public-private partnerships

Thematic introduction to the good practices

Dirk Gotzmann, Civilscape

Museum of Albaola

Welcome speech Erme Pedroso (Albaola museum)

Good practices of territorial economic management model for public private collaboration

Adolpho Colagiovanni, Molise regione

Basque heritage-tourism: Getaria

Iñigo Uriarte, Basquetour

13.00 Lunch in Getaria

Short presentation of the foundation Mundubira Elkano 500

15.00 End of the event

16.30 Arrive at the airport of Bilbao

17.00 Arrive in Bilbao

Organized by:



Project partners:





Mikel Aizpurua

Director of Cultural Heritage Department at the Basque Government. Responsible at the direction of the cultural heritage related to the Basque heritage, museums, System of Archives, the Legal Deposit and the Registry of Intellectual Property, being its main functions the organization, protection, diffusion and promotion of the cultural reality linked to these areas. Doctorate in History and career in Geography and History.



Linde Egberts

Researcher at CLUE+ institute at Vrije Universiteit Amsterdam. Research fields: Historical studies and analysis of policies and spatial developments. Egberts assesses the role of heritage in the construction of regional identities in Western Europe, including a wide range of heritage topics and regions,



Iñigo Uriarte

Public-private partnership and Regional development manager at Basquetour - the public company of the Ministry for Tourism, Trade and Consumer of the Basque Government. Responsible for the development and implementation of the Tourism Master Plan of the Basque Coast. He has also developed a wide range of projects related to the creation of tourism products, being the best examples: Surfing Euskadi, Euskahola, Basque Coast Museum network, the Basque tourist brand and the Euskadi travel guide.



Dirk Gotzmann

Dirk Gotzmann is the director of CIVILSCAPE; an international association of more than 120 civil society organizations, public bodies and economic entities from 31 European countries.

These are member organisations (NGO) which dedicate their work to landscape protection, management and planning, according to the “European Landscape Convention”. CIVILSCAPE is member of the European Heritage Alliance 3.3 which is promoting the European Cultural Heritage Year 2018



María Peraita

Architect at the UNESCO Chair on Cultural Landscapes and Heritage and the Built Heritage Research Group of the University of the Basque Country and coordinator of the interdisciplinary team of the Punta Begoña Galleries project in Getxo. The latter, recognized as strategic project for the 2020 Horizon by the Basque Government. Specialized in built heritage restoration and management by the Polytechnic of Madrid and the Basque Country Universities, she develops research, training, design and consultancy tasks in the field of integral management and landscape planning.

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Project partners:

