



**CD-ETA**  
Interreg Europe



European Union  
European Regional  
Development Fund

***The role of maritime coastal heritage for regional growth and development***

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# A brief introduction: who we are and what we do

- Estonian War Museum – General Laidoner Museum (EWM) is the national military museum operating under the Ministry of Defence.
- Our aim is to contribute to achieving the objectives of the Estonian comprehensive national defence plan through collecting, preserving, researching and disseminating objects and materials related to Estonian military history
- A small museum (ca 20 staff + Estonian Military Orchestra, ca 35 musicians), but keen to innovation and cooperation (INTERREG Europe, INTERREG BSR, INTERREG EstLat and numerous other financing initiatives)

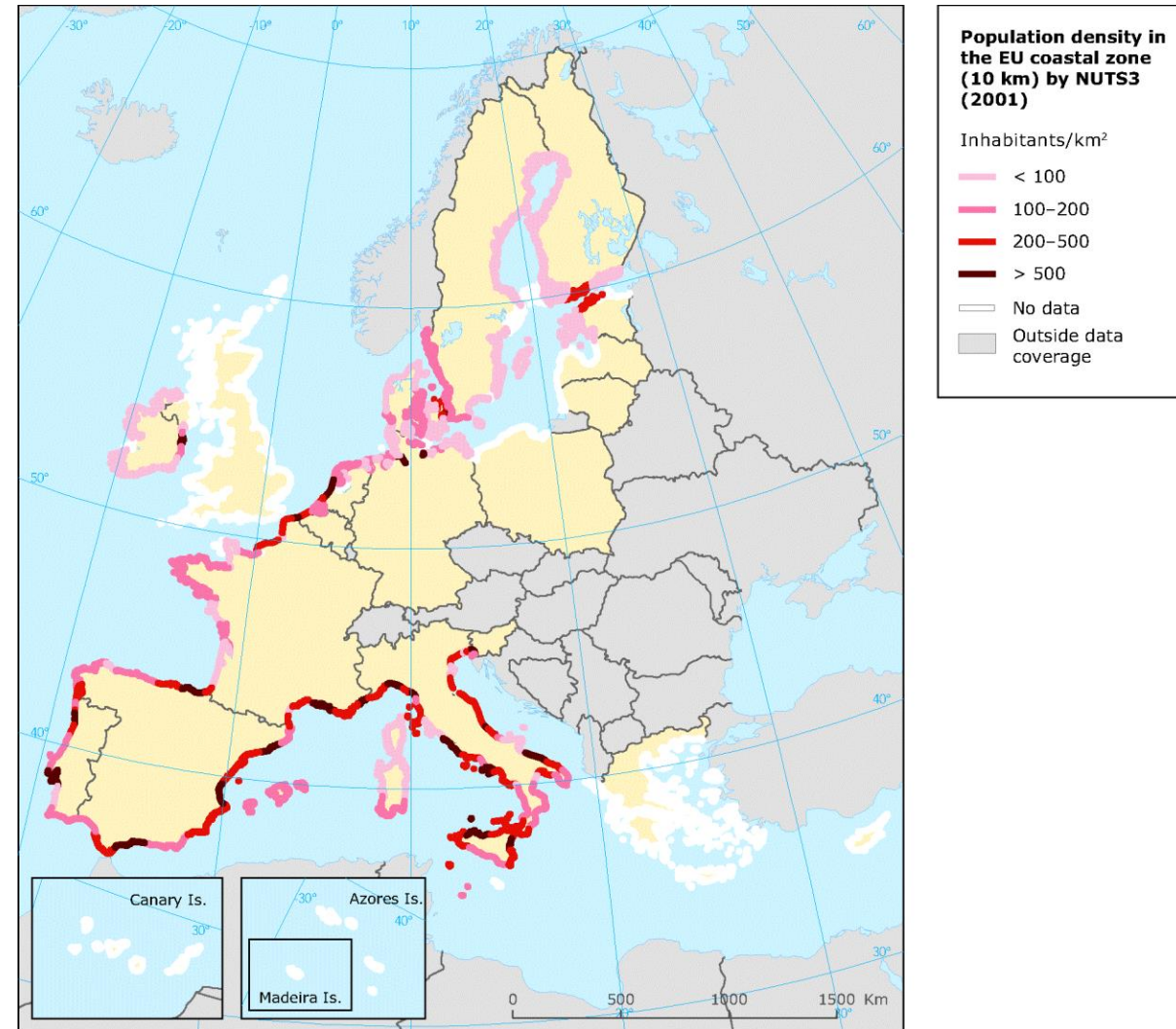
„The whole Estonia is a military museum!“ –  
with a special focus on the maritime and coastal areas





# European coasts

- The coastline of EU member states and the United Kingdom is 68 000 km long
- 3x longer than US coast and almost 2x the coast of Russia
- Nearly half of the EU population lives less than 50 km away from the sea and many more spend their holidays there.



# Coastal areas – most popular holiday destinations

- Coastal tourism covers:
  - Beach-based tourism
  - Recreational activities
  - Maritime tourism offering water-based activities and nautical sports.
- Coastal tourism: a driver for growth and employment
  - Generates EUR 183 billion in gross value added
  - Represents over 1/3 of maritime economy
  - Employs over 3.2 million people
  - More than 50 % of bed capacity in hotels across Europe is concentrated in regions with a sea border



Image source: CHERISH project



# Maritime heritage

- Important elements of coastal cultural heritage: ports, waterfront buildings, shipyards, military and defence buildings, fishing fleets, lighthouses and shipwrecks...
- Coastal fishing villages and towns have unique architecture defining local identity and landscape
- Maritime heritage is particularly vulnerable to spatial changes in transport, industrialisation of fisheries and use of coastal zones for tourism



Image source: <https://lindesnesfyr.no/en/lindesnes-lighthouse/>

# How maritime heritage preservation can contribute to regional development? – general remarks

- No region is „better“ or „worse“ in terms of its cultural heritage! – it is just how the heritage is researched, preserved, disseminated and communicated (stories told)
- „*All men are born in Genoa*“ – Jaan Kross (1920-2007)
  - An apt metaphor for all the innate curiosity of mankind
  - A powerful „slogan“ for the promotion of everything maritime
- Maritime heritage preservation and regional development:
  - Local cultural identity – a value in itself!
  - Traditions and traditional way of living – sustainability!
  - Tourism – economic benefit!



Neptune galleon docked in Genoa  
Image: [https://en.wikipedia.org/wiki/Neptune\\_\(galleon\)](https://en.wikipedia.org/wiki/Neptune_(galleon))

## How maritime heritage preservation can contribute to regional development? – CD-ETA experience

- CD-ETA was a INTERREG Europe co-financed project „Collaborative Digitization of Natural and Cultural Heritage“ with the aim of exchanging (and respectively implementing) best practices in the field of heritage digitization: what, why, how and for whom.
- No specific focus on maritime heritage, nor were all the involved partners from a maritime region.
- But the transferability potential of the CD-ETA project in terms of maritime heritage is remarkable!



## How to connect CD-ETA with maritime heritage and regional development?

- Accessibility of maritime heritage through making it digital:
  - Digitization of historical materials in the archives: church records, memories, ship documents – whatever there is!
  - Digitization of artefacts in the museums (tangible and non-tangible)
- Crowdsourcing :
  - Digitization with the help of the locals
  - Information and data collection with respective systematization – including geneology
- Involving
  - Promoting the traditional way of living
  - Region-specific ways not possible to list here

# Results

- Direct results:
  - More information available online: possibility for e-exhibitions and innovative service delivery in museums and memory institutions
  - Increased ownership in the local population of the heritage
  - Inclusion of „ex-locals“ (from various generations in the past)
- Indirect / impact results:
  - Strengthened and vital communities with active people
  - New products and services (impossible to list)
  - Improved living environment
  - Increased revenues

## Conclusions and suggestions in terms of transferability

- Play on your specific strength – the maritime environment. It is not country-, project or otherwise specific, just „*All men are born in Genoa*“
- Involve – it is the people that through their multitude of individual objectives enable collective regional growth and development
- Digitize – a handy technological support



# Thank you for your attention

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