

Workshop 2:

Raising awareness of common maritime heritage as a cultural pillar of the integrated maritime policy



Report

1. Three key messages included on the reporting slide for the last plenary session

- The variety of individual projects all over Europe proves that there is a common maritime heritage which could be used as the cultural pillar of an integrated maritime policy.
- However, only a small part of the projects are visibly labelled as European and thus are not perceived by the European public as a genuine European maritime heritage. Others are either too specific or too specialised to be perceived by a larger public as of general European importance. Especially the latter deserve more and more widespread recognition – a task which could be fulfilled by European institutions.
- Taken into consideration that the European institutions should not act normatively it seems reasonable to focus on a few but carefully chosen projects related to our common maritime heritage. Here the European Commission could e.g. provide for a framework in which a network of projects could be embedded. The projects accepted should be carefully selected and fulfil certain criteria like quality, European dimension, public interest to safeguard both standard and sustainability.

2. Key questions and messages from the floor, as well as responses given by the panellists.

There was no in-depth discussion due to time constraints.

3. Summary of the interventions from the panel

The chairman made clear that at this early stage the workshop was mainly about gathering material and identifying major topics.

P. Verhoeven stressed the question of port-city interaction and the need of ports to regain visibility and public acceptance. He pointed out the traditional link between ports and the artistic world and emphasised the "romantic" aspects of ports and maritime heritage in general.

P. Jessing reported on the difficulty of finding partners in the EU's south for his activities with regard to traditional ships. A MoU between a number of countries is in preparation. He pointed to one very specific problem: The safety approvals for traditional ships which are hard or even impossible to come by.

M. Manders talked about the underwater cultural heritage (UCH) which is under threat and needs to be recognised in the MSP frameworks. He stressed the availability of modern technologies for the finding and managing of UCH. His presentation used various media and was very instructive.

M. Paris Leston presented a Culture2000 funded project dealing with traditional fisheries. While the project was mainly about networking and awareness building, the actual implementation has supported regional touristic activities and also resulted in the increased involvement of local youth in the fishing communities. He also presented the five thematic maritime routes that have been set up in Galicia (fisheries, energy, ports, ethnography, wrecks).

C. Perepelytsya gave a good example of maritime heritage positively impacting on the promotion of a region and the touristic added value. Her project "Maritime Trails" received ERDF support.

M. Scicluna spoke about the Europa Nostra Heritage Awards and stressed that they are open for maritime projects. He gave 5 examples of maritime projects that have received the EN awards in the past. He promised to give the maritime projects more attention in the future and pointed to the on-going call for submissions.

P. Campostrini told the story of managing Venice's maritime heritage in a holistic way, reconciling economic, environmental, social and cultural concerns. He pointed out that the Marine Environmental Strategy does not refer to heritage, although for him this link was rather obvious.

E. Van Hooydonk spoke about port-city interaction. He has worked extensively on the issues, analysing how "soft values" can have a direct impact on the prosperity of a port community. He has developed specific recommendations in this regard for the cities of Helsinki and Antwerp. He also developed a ranking of port cities as "maritime icons". His presentation contained a number of best practice examples, showing how rather simple measures can integrate maritime heritage in tourism and thus benefit the local economy.

E. Magro Conti presented the MERCATOR project which is basically a network of maritime museums along historical trading routes in the Mediterranean.

J. Mifsud gave an overview of the activities of the recently founded Euro-Mediterranean University in Piran, Slovenia. His aim is to set up a post-graduate course (summer school) for the Euromediterranean maritime cultural heritage. Such course could, for example, be specifically aimed at tourism managers.

4. Links to presentations and speeches by speakers, and other documentation relevant for the workshop

All presentations are available, including the various multimedia files.