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# 1 Executive summary

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This report, D6.3: Report on good practice for Cultural Heritage management, is the final deliverable from WP6: Development of Stakeholder Networks. As it is an output of WP6, the document reports good practice for stakeholder engagement in cultural heritage management which is the basis for building effective networks. The report summarises the efforts of project partners to promote engagement with the aim of building stakeholder networks and the experiences gained in doing so.

Participation is one of the three main pillars of the PERICLES project and we have worked to engage stakeholders and bring them together at the case region level, to expand this to other areas and to bring this engagement to policy practices. To achieve these aims, we have used a series of case region and international workshops organised alongside regional and international events as well as digital networking tools. Digital tools were always intended to be part of the project's approach to engagement and participation, and the COVID-19 pandemic has meant that we have relied on them heavily since early 2020. This has provided challenges in driving and maintaining engagement remotely but has also opened up new opportunities to interact with a wider audience than would otherwise have been possible.

The existence and desire for networks varied across the case regions and across scales. However, we found that in all regions knowledge exchange was a priority. We also found that heritage was a topic that people were largely interested in engaging with as their participation depended on existing and non-specialist knowledge. The project has been able to:

- I. help kickstart heritage-based initiatives and networks
- II. provide a platform and space to help consolidate and reinforce existing networks
- III. facilitate knowledge exchange
- IV. put heritage on local development agendas
- V. establish heritage on education agendas

However, we found that heritage knowledge is widespread and fragmented and despite good engagement, challenges remain in bringing this knowledge together to better inform policy and practice. We found that professional stakeholders were largely responsive to participating in the project and that the project but that this was also severely hampered by limited resources and capacity to participate in some instances. Heritage was not always considered to be a priority to stakeholders from related sectors who were sometimes difficult to engage fully. This was exacerbated by COVID-19 impacting their own work further reducing their capacity to participate. Finally, while heritage may be an engaging subject it can also be a contested one and this can hinder the engagement of some stakeholders.

The legacy of the project's work to encourage participation and create networks lies in knowledge exchange and in putting heritage more firmly on the agenda. We also anticipate that the networks created will continue after the end of the project and that they will in turn lead to the creation of new initiatives.

## 2 Introduction

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Developing knowledge exchange networks is predicated on effective stakeholder engagement, a central element in the PERICLES project. The third pillar of our framework 'Deliberative & Participatory Governance' refers to the need to engage and include a range of stakeholders in CMHC governance and management. This aligns with the wider ongoing drive for greater public participation in heritage management (de la Torre & Mason, 2002; Díaz-Andreu, 2017; Tengberg et al., 2012; Waterton & Smith, 2010). The project's participatory efforts come together within Work Package 6 (WP6), the aim of which is to develop effective knowledge exchange networks among policymakers, stakeholders and scholars using innovative engagement mechanisms to build and support such networks in their case regions. The specific objectives are to:

1. bring stakeholders participating in PERICLES case studies together to exchange experiences, about the understanding of CH, and tools and policies developed by the different stakeholders.
2. establish a network of stakeholders working at all case study levels, extending this to include actors working both within PERICLES case studies and elsewhere in Europe.
3. bring stakeholder engagement to policy practices.

The aim of WP6, to Develop Stakeholder Networks, was broken down into three strands (Tasks 6.1 - 6.3) intended to address different scales and different arenas, 1) bringing together stakeholders for knowledge/experience, 2) establishing an EU-wide network of CH stakeholders, and 3) bringing stakeholder engagement into policy practices. These tasks were achieved through a series of workshops and events in the case regions along with the international workshops and the Policy Day organised in June 2021. Each task was interlinked through feedback loops where key points from the regional level were taken to the international workshops and vice versa.

This report is the final output from WP6 and has the following objectives:

- define the importance of SH engagement in CMCH,
- provide an overview of the efforts of the PERICLES project in promoting stakeholder engagement and therefore knowledge exchange networks at local, regional, national and international scales,
- contribute reflections on what facilitated or hindered these efforts and extract best practices.

In the following subsection, we take a more in-depth look at the need for stakeholder engagement in CMCH management. Our efforts to build networks through engagement were based on two main approaches: in-person workshops and events and digital networking, these are presented in Sections 3 and 4 respectively. Section 5 is about youth engagement which is an important subset of stakeholder engagement that required a different approach. A summarising list of best practices are included as a

summary for each section. Our reflections are presented in Section 6. It is important to note that this is ongoing work, and the aim is that efforts carried out by PERICLES continue to influence and to bear fruit beyond the duration of the project.

## **2.1 *Why stakeholder engagement in CMCH management?***

During the project, it became clear that heritage governance cannot be considered in isolation as it is impacted by other processes and policies especially those related to planning, economic growth and development. There is a growing recognition of the need for better stakeholder engagement in governance, particularly in terms of community engagement, and community empowerment is now high on the policy agenda at national, regional and local scales. However, despite this and despite good intentions, we have found that the desired level of community participation in heritage and related sectors is not being consistently achieved. The prevalent model for participation is for policies or guiding documents to be developed by a lead body in partnership with several professional stakeholders which is then put out for public consultation. In practice while this may be a largely effective way for different professionals to work together, it rarely, if ever, results in effective community participation. We also found that although professional stakeholder networks were well established in all case regions, difficulties still remain. Those described by participants in the project are linked to issues of access, power, trust, fragmentation and resources. For example, it can be difficult for small or 3<sup>rd</sup> sector organisations to make their voices heard or that local heritage bodies like museums have struggled to input into municipal policy development. These findings are reported in more detail in WP 5 deliverables D5.2 Internal Report on stakeholder interviews, and D5.4 Report on policy related aspects of the PERICLES demonstrator sites).

Stakeholder engagement in CMCH is a central tenet of the PERICLES project. In the project, engagement whether at an individual or group level is considered a means of mutual learning and co-production and a way to move towards more participatory-deliberative approaches to governance and management. Participatory governance is based on ideals of equal inclusion, emphasizing collective action and wide engagement. Participatory governance is often associated with the shift from ‘government’ to ‘governance’, with the participation of a wide range of stakeholders, who can contribute their knowledge and expertise, purportedly improving and legitimizing decision making. Deliberative governance is characterized by the virtue of discussion as a goal in and of itself, with a need for discussion, argumentation, and persuasion, in doing so creating legitimacy for decisions. Deliberative governance to a certain extent rejects the notion of ‘equal participation’, taking the perspective that participation alone is not enough to counter or mediate pre-existing and influential power relations. As such, the focus is not on ‘including all’, but rather including productive skillsets and capacities to allow for fruitful discussions (See Deliverable 2.2 An internal report as input for the participatory governance framework for a more detailed discussion). These understandings help characterize the efforts of the PERICLES project to involve stakeholders in CMCH.

The PERICLES project defines Coastal and Maritime Cultural Heritage as ‘a set of tangible and intangible items linked to human activities and interactions taking place within coastal and marine areas in the past, the present, and imagined futures’. PERICLES’ definition of CMCH incorporates a wide range of potential heritages, which is reflected in the broad spectrum of types of heritage included in the project. We also recognise that heritage is not static or fixed and that the state of heritage e.g., whether it is dormant, lost, or active depends on management approaches taken (please refer to Deliverable 2.4

Synthesis report on the PERICLES conceptual framework). Both tangible and intangible heritages are covered, and the differing characteristics of these heritages expose them to different kinds of risks, resulting in different management requirements. Coastal and marine areas are threatened by various factors, including environmental conditions, climate change, urbanization, pollution, the expansion of coastal tourism, economic restructuring in key maritime sectors, the invisibility of what happens under water, and demographic change, amongst others. These phenomena pose a risk to CMCH, affecting its preservation, protection, utilization, and management.

Effective management is a means of mitigating these risks and ensuring the sustainable utilization of CMCH, but management must include multiple stakeholders to be accepted as legitimate (Chan et al., 2016, 2018; Grubert, 2018; Hejnowicz & Rudd, 2017; Jacobs, 2016; Kenter, 2016; Pascual et al., 2017; Raymond et al., 2019; Stenseke, 2018; Stephenson, 2008). PERICLES conceptualizes this management using communities of meaning and communities of participation. Communities of meaning are groups of diverse actors that share concerns for particular examples of CMCH, in relation to risk and sustainable management. Such groups lead to the development of communities of participation, which forms the governance setting of CMCH. Communities of participation give insights to the possible involvement of actors in CMCH management, with the caveat that these groups sometimes overlap with a clear distinction not being so easy in reality (please see Ounanian et al., 2021 for a more thorough illustration of these terms).

In PERICLES we identified five main groups of stakeholders as a guide to ensure that the project engaged people and organisations with different interests in CMCH and we sought to build networks that brought them together where possible. The stakeholder groups identified were:

- I. policy makers and planners
- II. individuals/groups with specific interest in cultural and natural heritage
- III. citizens and local communities
- IV. developers
- V. businesses and other actors exploiting cultural heritage

The groups engaged differed according to the focus of work in each case region as well as the availability and interest of the stakeholders themselves (please refer to Deliverable 6.1 Internal annotated table with relevant stakeholders within each case study for further elaboration). However, it is worth reflecting that there have been difficulties ensuring the coherence and uniformity of these groups across the case regions and demos, not least due to the fact that there can be overlap between the groups, and that individuals can play dual roles within communities of participation.

### **2.1.1 COVID-19**

The COVID-19 pandemic has significantly affected the work of the PERICLES project. The pandemic has resulted in recurring lockdowns in all of the project's case regions, which have reduced, or removed, the capacity of project partners and stakeholders to meet in person. This has impacted attempts to secure the involvement of stakeholders as originally intended. Some collaborative events had to be cancelled (e.g., the festival of the sea that was being planned with a community organisation in Oban) and other events and workshops were rescheduled or moved online (e.g., Fishing for Recipes). The same is true

for the international PERICLES events, including the cancellation of the '2nd Annual knowledge Exchange Workshop' planned to be held in Aveiro, Portugal, in April 2020. To mitigate the impact, the project focussed attention on online networking from 2020 supplemented by in-person events in the case regions as and when possible. While the shift to online events has been challenging, it has also provided an opportunity to try new methods of engagement and reach new audiences. The report will incorporate an assessment of these efforts, attempting to provide some examples of 'best practice' drawn out from different styles of SH engagement drawn from the experiences of the PERICLES project.



### 3 Using workshops to build knowledge exchange networks

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Knowledge exchange workshops were established as a key means of engaging stakeholders and thereby helping to build a CMCH stakeholder network, both within the case regions and internationally. This section presents PERICLES efforts and reflections on facilitating knowledge exchange (KE) networks starting with a general overview, followed by case region workshops (section 3.1), international workshops (section 3.2) and a summary of best practices (section 3.3). Here we have only reported those workshops organised by PERICLES, however partners have been actively building and reinforcing networks through participating in other workshops (please refer to the final WP7 report D7.6 for further detail).

Professional stakeholders, such as heritage and marine management and local governance actors, were already well networked at the local, regional and national scales. Some were also well networked at the international scale although our stakeholders expressed interest in improving and enlarging their international networks with counterparts from other countries. In this sense an important contribution of the project was to reinforce existing networks by providing a platform for discussion and KE. Our international KE workshops and Policy Day (Section 3.2) were the main conduits for facilitating this international networking for professional stakeholders.

For 'non-professional' stakeholders, such as community groups, more local or regional networks were of greater interest than larger ones. The case region workshops and similar initiatives (Table 1) were able to support the creation, strengthening or growing of local/ regional networks that involved various stakeholder groups.

However, others did not wish to establish new or larger networks and instead expressed more of an interest in having access to the knowledge and experience of other similar groups on an ad-hoc basis, rather than being involved in more networks or in networking events. Concerns were raised around issues of stakeholder capacity to 'buy-in' and engage with new networks, as well as maintain them. Furthermore, language and/or translation was cited as a potential obstacle for some stakeholders, both regarding being able to communicate with stakeholders from other areas, but also the time and energy potentially required to present and interpret information in a second/unknown language. We also noted that while community representatives were invited to all of our international KE events, they showed more interest in the KE workshops planned to be held in person and very little in the Policy Day. This may indicate that while non-professional stakeholders are keen to learn from each other and to engage with an international mix of practitioners, they were less interested or less confident in engaging with a larger event that was specifically aimed at influencing policy. There may be a number of reasons for this including the fact that it was an online event and the fact that it was held in English and could not be translated for reasons beyond our control. It may also have been perceived as being less immediately relevant to their own initiatives because it was specifically policy oriented. Lack of time, capacity, knowledge or interest could also be factors driving a lack of engagement at the policy level.

It is important to note that even where networks were not a significant or desired outcome, knowledge exchange was a key point of concern for all stakeholders and the workshops could facilitate that. Equally, the workshops also benefitted the project in that the insights shared by participants influenced our work, for example in planning subsequent workshops or in defining the themes and sessions for Policy Day. In this sense, representation was also an outcome of participation as the project communicated the views

of civil society throughout our research. In short, the project's participatory approach also allowed us to act as a conduit between different stakeholder groups and at different scales.

### 3.1 Case region workshops

A total of 20 regional workshops which engaged a range of different stakeholders, have been held by project partners (MS 10), with another planned for November 2021. All workshop [reports and summaries](#) are publicly available. The workshops organised by PERICLES were supplemented by other engagement and networking events, such as the arts-based initiative organised in Brittany, as well by partner's active participation in events not organised by PERICLES (please refer to WP7 deliverables for full reporting). An overview of the workshops organised by the project, the opportunities they provided for KE and networking and their key outcomes is provided in Table 1. The workshops had diverse aims ranging from identifying locally valued CMCH to co-producing action plans for the preservation and sustainable exploitation of CMCH.

**Table 1. Summary of PERICLES workshops**

Region	Workshop summary	Participants	Impact/ outcomes
Malta (Marsaxlokk) November 2019	<a href="#">Stakeholders meeting in Marsaxlokk</a>  The aim of the workshop was to provide a participatory and deliberative approach in addressing the current challenges on how to sustainably manage and use heritage in coastal areas. Its bottom-up approach aimed to provide a space for discussion and networking, followed by working groups, expert committees and a roadmap to develop initiatives within the scope of the PERICLES project and beyond.	National and local government representatives, heritage professionals, interest groups	<ul style="list-style-type: none"> <li>Bringing together a number of previously unconnected or loosely connected stakeholders to discuss actions to promote CMCH</li> <li>A co-produced plan for Pericles work in the Malta case region</li> </ul>
Malta (Marsaxlokk) March 2020	<a href="#">Demo development in Marsaxlokk</a>  The aim of this workshop was to build on the initial stakeholders meeting to plan and develop two collaborative projects:  1. Stories of the waterfront: Digitally guided tours in and around Marsaxlokk Bay  2. Fishing for recipes. Connecting, seafood, fisheries and culinary practices	National and local government representatives, heritage professionals, interest groups, researchers	<ul style="list-style-type: none"> <li>Collaborative working opportunities with new or previously loosely connected people</li> <li>Co-produced initiatives with significant buy-in and engagement of local people</li> </ul>
Scotland (Oban) May 2018	<a href="#">CMCH on the west coast of Scotland</a>  The aim of the workshop was to start engaging with a network of stakeholders early in the project, to listen to their	Mostly professionals including heritage and planning professionals, local governance representatives,	<ul style="list-style-type: none"> <li>Opportunity to learn about how CMCH was being managed and exploited and to raise any concerns or opportunities.</li> </ul>

	views on current approaches to CMCH, threats to CMCH and start identifying possible solutions.	stakeholders exploiting CMCH and interest groups.	<ul style="list-style-type: none"> <li>Some participants were not used to thinking explicitly about CMCH in their roles in related sectors and reported benefitting from the experience.</li> <li>It was also of interest for heritage professionals to learn other's perspectives on CMCH.</li> </ul>
Scotland (Paisley and Lochgilphead)  November 2019	2 workshops on the <a href="#">Deliberative valuation of the Clyde Marine Plan and CMCH participatory mapping</a> .	Members of the public	<ul style="list-style-type: none"> <li>Participants were given the opportunity to engage and deliberate on marine planning and are now more aware of how they can engage with the process.</li> <li>Participants had the opportunity to share and discuss what they valued as CMCH and to learn from each other.</li> </ul>
Scotland (Canna, Rum, Eigg and Muck online)  April 2021	<a href="#">Small Isles' cultural heritage: risks and opportunities (online)</a>  The objectives of the workshop were: <ol style="list-style-type: none"> <li>1. To explore the role of cultural heritage in plans for the future of the islands,</li> <li>2. To assess risks and opportunities</li> <li>3. To identify and prioritise actions that can be taken</li> </ol>	Residents of the Small Isles	<ul style="list-style-type: none"> <li>Participants had not previously come together to discuss the role of CHMC in realising the future of their island communities</li> <li>The workshop format provided residents with the opportunity and space to discuss their views on CMCH and its role in their visions for the future of their islands</li> <li>Residents shared ideas on risks to CMCH, priorities for future work and the sustainable use and exploitation of their CMCH and its role is contributing to sustainability in fragile communities.</li> </ul>
Ireland (Leenane and Spiddal, Galway Bay)  February 2020	2 <a href="#">Community workshops on coastal futures</a>  These workshops linked with work on CLIP (Coastal Landscapes & Inclusive Planning). The CLIP project had previously investigated the nature of coastal change through two community workshops in Spiddal and Leenane. The Pericles workshops built on the previous	Residents	<ul style="list-style-type: none"> <li>A bottom -up approach to identifying social, economic and environmental pressures communities are faced with</li> <li>This helped to identify the critical issues that need to be examined and understood in greater detail</li> <li>Reports will highlight how communities think their</li> </ul>

	work and were organised around a participant-led interactive photo-elicitation method. During the workshop participants used their photos to highlight social, economic and environmental pressures they are faced with.		landscape and heritage will change
France (Locmariaquer) March 2019	<p><a href="#">Climate change, coastal risks and cultural heritage:</a></p> <p>The first objective of the workshop was to understand and identify the relations of the participants to the municipality's coastal and maritime cultural heritage (CMCH). The second was to gather their perceptions in relation to CMCH vulnerability and to its management and preservation.</p>	Elected municipal officials and inhabitants. Among the inhabitants were professionals of tourism, shellfish farmers, local associations of natural and cultural heritage, citizens' associations, artists.	Citizens and local elected representatives were brought together to discuss CMCH, existing risk and future actions
France (Locmariaquer) October 2019	<p><a href="#">Le patrimoine maritime et les risques vu par les habitants de Locmariaquer</a></p> <p>Social representation of maritime heritage and risks:</p> <p>This workshop was based on previous work i.e., the first workshop and subsequent interviews with the inhabitants of Locmariaquer on "the perception of maritime heritage and risks" and with the administrations on the consideration of maritime heritage in public policies. The results were presented to the participants, who then used the <a href="#">Cactus tool</a>, developed by the PNRGM, to identify the actions that could be carried out to preserve the maritime heritage of the commune, identified during the previous workshop.</p>	Citizens, representatives of local associations and an elected municipal official.	<ul style="list-style-type: none"> <li>• Participatory approach to planning future actions for locally important CMCH</li> <li>• Opportunity for interested citizens and associations to share their ideas and influence future actions</li> </ul>
France (Baden) November 2019	<p><a href="#">Towards a strategy for the enhancement of coastal maritime heritage?</a></p> <p>The aim of the meeting was to present the PERICLES project and to initiate</p>	State administrations, local authorities (Brittany Region, Morbihan Department, local municipalities), committees (shellfish	<ul style="list-style-type: none"> <li>• This was the first time these stakeholders had been brought together to discuss a common strategy for CMCH</li> <li>• Establishing a common willingness to work</li> </ul>

	discussions with the various administrative services (representing the State at district level), local authorities (Region, Department and five communes located within the Park territory), committees (shellfish farmers), managers of natural areas and scientists. The main objective was to take stock of the current management of maritime heritage: the limits and assets and to discuss the development of a common strategy for the development of the maritime heritage in the Gulf of Morbihan	farmer), natural areas managers and scientists	<p>together on the implementation of actions to preserve maritime heritage.</p> <ul style="list-style-type: none"> <li>Initiated the start of working groups to focus on CMCH. The working groups will continue to bring together administrations, local authorities, associations, inhabitants and scientists.</li> </ul>
France Autumn 2020	<p>La Rivière du Bono, récits de paysages maritimes</p> <p>This was an arts-based project carried out in collaboration with the municipalities of Pluneret and Le Bono.</p> <p>The objectives were to raise awareness among a wide audience of the maritime history sites that are to be protected, and to develop or strengthen the network between local partners.</p> <p>This project mobilised participants around artists (a photographer and a writer) to explore maritime heritage themes.</p>	Local inhabitants, elected representatives, professionals of the sea, associations and regional partners.	<ul style="list-style-type: none"> <li>An on-site conference combining historical, naturalist and poetic views, organised as part of the Heritage European Days.</li> <li>The publication of a <a href="#">booklet</a> combining poetic writing and singular views.</li> <li>The creation of a permanent exhibition in situ combining photographs and texts by artists.</li> <li>The initiative has created a new dynamic between the two municipalities, which have since been working together to promote the maritime memory of this place.</li> <li>This approach has also fed into the current reflections on the sustainable management of maritime heritage in the Gulf of Morbihan carried out with the regional authorities</li> </ul>
France (Séné) November 2021	<p>Patrimoine maritime du Golfe du Morbihan : des savoir-faire et des bâtis à valoriser.</p> <p>PNRGM and UBO are organizing a workshop on the integrated management of tangible and intangible maritime heritage.</p> <p>The objective of this seminar is to strengthen and develop partnerships around the issue of sustainable management of maritime heritage, and</p>	The event is intended for regional partners including administrations, local authorities, maritime professionals, associations, scientists, teachers, etc.	<p>This workshop will:</p> <ul style="list-style-type: none"> <li>strengthen and develop partnerships around the issue of sustainable management of maritime heritage,</li> <li>initiate a common strategy for the enhancement of the maritime built heritage of the Gulf of Morbihan.</li> </ul>

	<p>to initiate a common strategy for the enhancement of the maritime built heritage of the Gulf of Morbihan.</p> <p>The event will be structured around three roundtables:</p> <ul style="list-style-type: none"> <li>i. maritime heritage: between Nature and Culture</li> <li>i. transmission of knowledge and know-how of maritime professionals</li> <li>i. integrated management of maritime heritage: public maritime space and planning tools.</li> </ul>		
<p>Denmark (Vilsund)</p> <p>September 2020</p>	<p><a href="#">Vilsund stakeholder workshop</a></p> <p>This workshop was intended to facilitate co-production between stakeholders to promote a focus on CMCH and develop this further in local planning initiatives.</p>		<ul style="list-style-type: none"> <li>• Changes in Thisted municipality's approach to local development planning (e.g. tested in two localities/villages on 7<sup>th</sup> and 8<sup>th</sup> September). This was in fact an outcome of preparing the workshop during the last 2-3 months, where the municipality decided 'to try it out' and 'bring it to the table' on 9<sup>th</sup> September.</li> <li>• Permanent display and opening reception event planned in at least two localities (before end October 2021). The display will be produced between the two local museums and local community representatives using the material from the first workshop.</li> <li>• Invitations for partners to present work at other public meetings (Stormøde) to assist in bring CMCH into a current local development planning process.</li> <li>• Development of an idea whereby school children and young people could document narratives (recording) from elders.</li> </ul>

Portugal (Aveiro)  September 2019	<a href="#">Managing the coastal and maritime cultural heritage: threats and opportunities</a>  <p>The aim of this workshop was to present and discuss threats to CMCH identified in scoping interviews. Participants were asked to agree/disagree on the previously identified threats and to identify possible gaps.</p>	Scientists, decision makers, civic movements, heritage associations	<ul style="list-style-type: none"> <li>Bringing together a group of previously loosely connected people</li> <li>Co-produced and deliberated actions to achieve the desired situation for CMCH</li> <li>Co-produced and deliberated actions to sustainably promote and exploit CMCH</li> </ul>
Portugal (Aveiro)  January 2020	<a href="#">CMCH Workshop Senior University of Gafanha da Nazaré</a>  <p>The aim of this workshop was to discuss CMCH with students of the university and to test a draft CMCH framework</p>	Senior students	<ul style="list-style-type: none"> <li>Opportunity for participants to share and discuss the current state of their valued CMCH</li> </ul>
Estonia (Kihnu and Ruhnu)  October 2020	<p>2 <a href="#">Community CMCH workshops</a></p> <p>Two workshops were organised, one on the island of <a href="#">Kihnu</a>, the other on the island of <a href="#">Ruhnu</a>. The aim of the workshops was to work with local communities to identify their coastal and maritime cultural heritage and to add this to the Pericles Portal.</p>	Residents including the municipality, school, tourism industry and fishing industry	<ul style="list-style-type: none"> <li>Opportunity for residents to share and discuss valued CMCH and the problems and concerns connected to the local CMCH.</li> <li>Opportunity to capture and share knowledge through the portal</li> <li>Explaining to the local residents about the possibilities of the portal in preservation and collection of their cultural heritage</li> </ul>
Greece (Kavala)  2018- 2019	<p><a href="#">3 workshops on working with schools and fishers in the Aegean</a></p> <p>This series of workshops was organised in collaboration with the education sector and they were designed to support the initiative Environmental Awareness in schools. This initiative is described in Section 5.</p>	Teachers, students, fishers, researchers	<ul style="list-style-type: none"> <li>Students are linked with CMCH practitioners in an interactive way</li> <li>Students have a higher awareness of issues surrounding CMCH and the environment</li> <li>Students and teachers gained new skills</li> </ul>

## **3.2 International workshops**

The objective of the three annual international workshops was to bring together stakeholders from the different case regions and beyond, to share their experiences and knowledge around common issues, culminating in a more international final event. The workshops were intended to build on and complement each other. Workshop 1 in Den Helder aimed to explore how maritime heritage was managed in the partner countries. Workshop 2 aimed to address some of the points highlighted in the project and the first workshop, and Workshop 3 (MS 12) aimed to bring these to policy.

### **3.2.1 1st International stakeholder knowledge exchange workshop**

PERICLES's [first stakeholder knowledge exchange workshop](#) was held on the 25<sup>th</sup> April 2019 in Texel, Den Helder, the Netherlands. The main objective for the workshop was to bring stakeholders together to share experiences on how cultural heritage management works in the different case regions, to identify what works, what doesn't work and why, to highlight good approaches and existing challenges. The day started with a series of short presentations to provide context on CMCH governance in some of the case regions which were followed by four interactive roundtables on: i) the management of intangible heritage, ii) the management of tangible CMCH, iii) risk awareness and iv) adaptation and community participation. The first workshop brought together 10 guest stakeholders, including heritage professionals, marine planning professionals, community representatives, local government representatives, 2 representatives of Encatc (European Network on Cultural Management and Policy), project partners and members of the PERICLES Science-Impact Advisory Committee. This day of exchange made it possible to consolidate relations between the SH and partners and to create links between the SH of the same region or of different countries. It also initiated a collective reflection on local cultural management and policies.

### **3.2.2 2nd international stakeholder knowledge exchange workshop**

The second international knowledge exchange workshop was intended to be a larger event and was scheduled for the 1<sup>st</sup> and 2<sup>nd</sup> April 2020 in Aveiro and was being organised in conjunction with the municipality of Aveiro. Confirmed attendees included heritage and museum professionals, community representatives, local and regional government representatives, heritage and tourism initiative representatives, natural park and conservation professionals, culinary initiative representatives, documentary anthropologists and 2 representatives from ICOMOS France. However, it had to be cancelled two weeks before the event because of growing restrictions and lockdowns forced by the COVID-19 pandemic. The event was cancelled rather than re-scheduled as at the time it was still unclear how the pandemic would unfold and when restrictions might lift.

The workshop was planned around two main themes: (i) integrating cultural & natural heritage, and (ii) developing effective community participation. The themes were developed based on the issues raised in the first workshop and on the basis of the participatory work done throughout the case regions in the interim. The meeting had three objectives:

- i. to brainstorm and discuss strategies and practices to integrate cultural and natural heritagemanagement to determine opportunities and barriers



- to integration
- ii. to co-produce community participation strategies that can be adapted to local contexts
  - iii. to convene a cross-EU learning and idea exchange of community groups, policymakers, cultural heritage professionals, and researchers.

The agenda for the event is included below:



Figure 1. Agenda for the 2nd international knowledge exchange workshop

### 3.2.3 PERICLES MARE Policy Day 2021: Coastal & Maritime Cultural Heritage

The PERICLES project also arranged [MARE Policy Day 2021](#) (Milestone 9 Deliberative Stakeholder Workshop and Milestone 12 International Cultural Heritage Event), a single day event in connection with MARE Conference, that was held online.

The event aimed to bring together an international mix of practitioners, managers, policy makers and researchers to facilitate dialogue and knowledge exchange around CMCH issues identified on the basis of the project's participatory approach. The overarching question for the day was: *How to share and integrate coastal and maritime cultural heritage into diverse policy domains?* During the day, this question was explored in 5 sessions targeting the following three main themes:

1. Bringing together cultural and natural heritage

2. Sharing space: integration across policy domains

2A: The integration of the city and the sea

2B: Policy integration of coastal and maritime cultural heritage

3. Sharing the coast among diverse actors: how to integrate diverse knowledges, values, and perspectives

3A: Intangible Cultural Heritage knowledge: its challenges and opportunities

3B: The role of museums and hidden heritage narratives

More information and the session descriptions are included in Appendix A. The structure of each session differed slightly but the focus was on dialogue and discussion within each one. It was also the goal of PERICLES to include stakeholders as panellists and to encourage as much interaction from attendees as possible in an online event. Panellists included stakeholders from the PERICLES case regions as well as new stakeholders from other areas (Figure 2). The event gave panellists and attendees an opportunity for knowledge exchange and for growing their networks.

MARE Policy Day 2021 - Panelists	
<b>Session 1A - Integration of the Sea and the City</b>	
Stein Arne Rånes	Senior Advisor, Troms & Finnmark County, Norway
Anders Have Espersen	Director, Museum Mors, Denmark
Kim Daniel Larsen	Head of Urban Renewal, Thisted Municipality, Denmark
Joanne Attard Mallia	Valletta Cultural Agency, Malta
<b>Session 1B - Intangible cultural heritage knowledge: its challenges and opportunities</b>	
Alicia Said	Ministry of Fisheries, Malta
Kirsten 'Pipsen' Monrad Hansen	Han Herred Havbåde; Nordic Clinker Boat Traditions, Denmark
Dimitra Mylona	Fisheries Research Institute, Nea Peramos, Kavala
Inês Amorim	Transdisciplinary Research Centre Culture, Space and Memory University of Porto, Portugal
<b>Session 2 - Bringing together cultural and natural heritage</b>	
Christopher Fontfreyde	Director, Marine Natural Parks of Mayotte and Glorieuses (PNM Mayotte & Glorieuses), France
Martín Andrade-Pérez	Researcher, Fundación Erigaie, Colombia
Geoffrey De Vito	GD Synergy, USA
Anthony Firth	Ocean Decade Heritage Network, UK
Bruno Marmiroli	Director, Mission Val de Loire, France
Chloé Campo de Montauzon	Director, Association of French World Heritage Sites, France
Gabriela Mota Marques	Archaeologist & Coordinator of Museums and Heritage services, Museu da Cidade de Aveiro, Portugal
<b>Session 3A - Policy integration of coastal and maritime cultural heritage</b>	
Andrea Klomp	Rijksdienst voor het Cultureel Erfgoed (Netherlands Cultural Heritage Agency), the Netherlands
Triin Lepland	Ministry of Finance, Estonia
Fiona Mills	NatureScot, UK
Philip Robertson	Historic Environment Scotland, UK
<b>Session 3B - Museums and Memories: Composing Maritime Cultural Heritage</b>	
Brendan Murtagh	Queen's University Belfast, Northern Ireland
Senija Causevic	SOAS, UK
Duška Žitko	Museum Councillor, Maritime Museum Piran, Slovenia
Tom Selwyn	SOAS, UK
Nataša Rogelja Caf	Slovenian Academy of Sciences and Arts, Slovenia

Figure 2. Policy Day panellists

In total circa 170 people registered to attend policy day and between 56-121 people attended each panel. In line with the rest of the MARE conference, the sessions were recorded and were made available to registrants for up to 60 days after the event, we do not know how many people accessed the recorded material.

### 3.3 Knowledge Exchange Workshops best practices

The following details the best practices for facilitating knowledge exchange workshops gleaned from PERICLES' experiences:

**1) Ensure that there are a range of stakeholders.** This is both in terms of the experiences and perspectives that different actors can bring, but also different ways of approaching/governing issues, for example actors from different governance scales. This can help to provide a more holistic understanding of issues, provides fertile ground for discussion, ensures the appreciation of different perspectives and hopefully facilitates fruitful co-creation if applicable.

**2) Aim for and facilitate co-production.** Workshops intended to promote KE and networking are not only dissemination events, but should actively promote co-production and learning involving all participants.

**3) Follow up with participants.** Satisfaction surveys allowed the PERICLES team to garner information about the successes and failings of our workshops. Carrying out such a survey provides an invaluable source of feedback, allowing for an improved 'product' next time around. Participants that feel they have been listened to will be more likely to keep engaging. To promote transparency and KE, it is also important to share workshop reports with all participants.

**4) Allocate time for free-ranging discussion.** Feedback received highlighted that workshops can be an intense experience, and that time allocated for free-ranging discussion both provides some relief as well as being a productive time.

**5) Ensure face-to-face workshops, if possible, especially at the case region level.** Our experience was that it is much easier to facilitate natural and effective networking at in-person events. Workshop attendees found the face-to-face element rewarding, highlighting experience sharing as a particular benefit. As we potentially move to new ways of working, it is worth remembering that networking is as yet not as effective using online formats/platforms, and this posed a significant challenge under lockdown conditions.

**6) Be aware of barriers to participation.** One issue we were regularly confronted with was language barriers. Some participants at international workshops as well as project staff spoke several languages which helped interaction to some extent. Despite the difficulties, participants appreciated the opportunity to share their ideas and a key point is to have facilitators that encourage participation and can share messages despite the barriers.

## 4 Digital networking

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Digital networking has become an increasingly important means of facilitating stakeholder engagement in research over the duration of PERICLES, not least in light of the COVID-19 pandemic. The use of a digital medium has both positives and negatives, opening up new ‘markets’ of stakeholders at the same time as potentially excluding others. The novelty of technology presented issues for engagement for some at the start of the pandemic, and technology (Zoom etc.) fatigue may be having an impact as the crisis continues. This section presents PERICLES’ approach to, and reflections on, digital networking, starting with the use of a Facebook group (section 4.1), followed by sections on the portal (section 4.2), webinars (section 4.3) and social media channels (section 4.4), newsletters (section 4.5) and finally a summary of digital networking best practices (section 4.6).

### 4.1 Facebook group

The Facebook group [Coastal and Maritime Cultural Heritage](#) (D6.2, and linked to T6.2, and T6.3) was created in anticipation of the portal being completed, providing an additional online space where the PERICLES team could engage with stakeholders, stakeholders could engage with each other, and to start online interaction before the portal launched.

We debated the choice of Facebook vs other online community tools or a customised installation on our portal or website. Facebook was selected for several reasons:

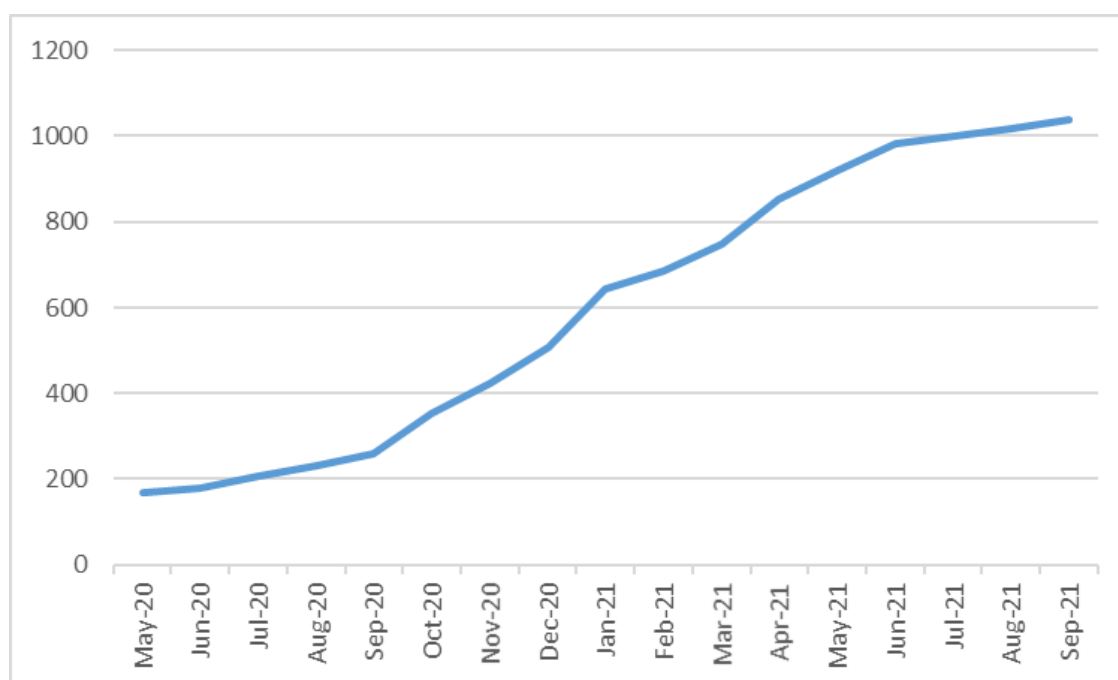
- it is a widely recognised site, already used by many stakeholders,
- it is easy to use, and is built to enable networking and sharing of content,
- it allows multiple languages, and is easily translatable through Facebook tools and Google Translate
- the portal social media sharing tools integrate seamlessly with Facebook

The Facebook group was created in April 2019, with a number of the PERICLES team assigned as group administrators to collectively manage the group. It was initially setup as a private (closed) group and stakeholders were invited to join by the project team. After some consideration following relatively low uptake, the group was changed to have public access, therefore anyone with a Facebook account could request to join.

#### Members

As of 23<sup>rd</sup> September 2021, the group has 1,036 members (Figure 3). Stakeholders have been encouraged to join the Facebook group through several channels: direct emails and correspondence, on the project website, during our webinars, at workshops, and via the project’s other social media channels e.g., Twitter. In order to increase the networking potential of the group, the group was made public and in October 2019 we invited members from existing CMCH Facebook groups and pages (e.g. [European Maritime Heritage](#), [The Intangible Maritime Cultural Heritage Project](#), [Lighthouses of the World – The Intangible Library of Maritime Heritage](#), [The Causeway Coast Maritime Heritage Group](#), and [The Maritime Heritage Trust](#)). This led to an increased level of membership and engagement. Throughout 2020, we began advertising the group (and our other social media channels) through our online/webinar events, during in-person events, through the project website [homepage](#) and [portal page](#), and on our newsletters. It was found that webinars were a particularly successful way of attracting new members

to the Facebook group, with spikes in membership requests and group activity in the periods following our webinars.



**Figure 3. Facebook group membership since its creation.**

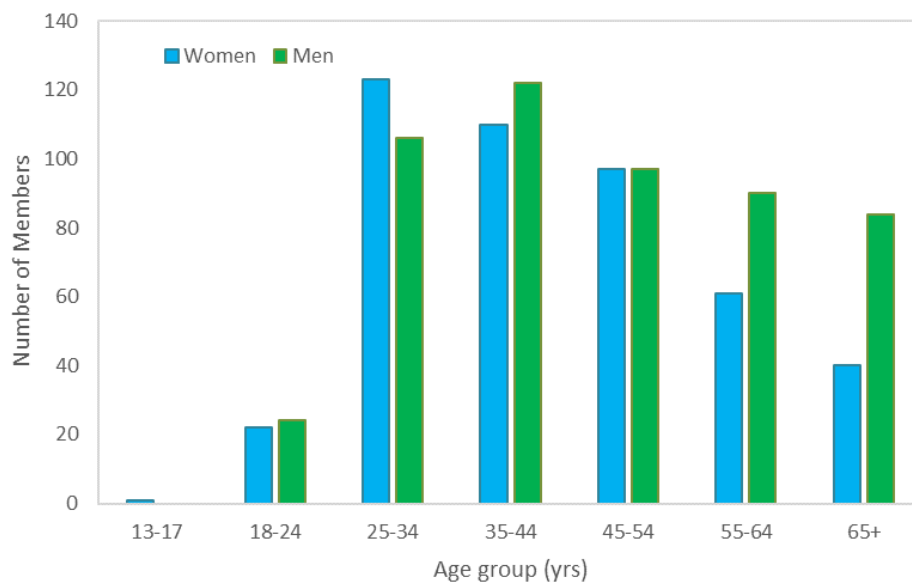
In September 2020, membership began to increase at a faster rate, with membership increasing organically, through members inviting their own contacts, and not directly from the PERICLES's team efforts alone. It appeared the group had reached a critical mass of membership. The group has attracted many members from countries outside of PERICLES case regions, and indeed Europe, for example The United States, Spain and Italy (Figure 4).

United Kingdom	113
Portugal	86
Greece	79
United States	78
Malta	60
Ireland	58
Italy	40
Spain	38
France	34

**Figure 4. The top 10 countries per membership numbers**

As of 23<sup>rd</sup> September 2021, the membership of the group is approximately evenly split by gender in the younger age brackets with more men in the 55-64+ groups. The most common age brackets are 25-34

and 35-44, so there is a small positive skew to younger age brackets (Figure 5). This is likely to reflect the Facebook population more broadly.



**Figure 5. Age and gender of members as stated on their Facebook profile (September 21)**

In February 2021, we posted a poll to explore the profession or interest in CMCH of our members. Table 2 shows that 61 members responded, with nearly half of respondents identifying as researchers or academics, and 20% as practitioners.

**Table 2. Results of the Facebook group poll asking members what their involvement in CMCH is.**

Options	Number of votes	Percentage of respondents
Researcher/Academic	27	44
Cultural heritage practitioner	13	20
Hobby/general interest	11	18
Heritage policy	4	7
Tourism industry	3	5
Marine-based worker e.g., fisher	1	2
Arts & creative industry	1	2
Other (please specify) - dive instructor	1	2
Total	61	100

However, stakeholders on the original stakeholder register have not joined the Facebook group. This is in part because not all stakeholder representatives use Facebook, and not everybody is comfortable using Facebook in a professional, as opposed to personal, capacity. One key barrier in terms of mobilising regional stakeholders to engage with each other at a European level is that many stakeholders do not speak English as a first or second language. Thus, independent of which platform is used, it might be that this was one of the key barriers to inter-regional engagement. It was also realised that digital cultures are different across nations, with some countries, such as Greece, using Facebook for professional purposes more commonly than others. On the other hand, the Facebook group has drawn in many other CMCH stakeholders which would otherwise have been difficult to achieve.

## Engagement

The PERICLES team have used various approaches to stimulate discussion and encourage engagement. This was initially carried out on an ad-hoc basis, with a few key members of the group as ‘super-posters’, with the responsibility of managing the forum. However, this proved to be time and energy consuming, and a rota was put in to place with representation from across the PERICLES case regions.

The forum managers have used various planned activities and posts. These include:

- ‘Welcome new members’ posts listing new members regularly and inviting them to introduce themselves and their interests.
- A ‘Question of the Week’ post.
- Discussion posts based around and linking to CMCH news articles.
- Fun Fact Friday.
- Polls e.g. Where are you from in the world? Opinions on issues e.g. [Is tourism a threat to coastal and maritime cultural heritage, an opportunity, or both?](#)

In terms of facilitating engagement within the group, it has been helpful to have a rota of PERICLES staff who are regularly active in the group. By regularly posting discussion questions and links to interesting content and thereby maintaining an active presence, the team have been able to encourage engagement across group members. It has also been useful for the team to comment on member’s posts to engage with members, show that the group is active, and to start discussions and ask questions to encourage engagement from other members. This is, however, time consuming, and in general it has required a lot of effort to attract members (especially at the start of the process), maintain engagement, and continually produce new and interesting content, for example finding interesting images, stories, and topics.

It has furthermore been difficult to facilitate genuine stakeholder engagement on the Facebook group. There are several measures of engagement that can be quantified in Facebook: numbers of likes, comments, shares, engagement with media, and reach (number of people whose homepage the post will land on). Although members of the group regularly like posts and visit links, they have been less inclined to comment or engage in discussions, even if the post asks a direct question, although this appears to be improving since January 2021. Certain types of posts appear to leverage increased engagement more than others, for example welcoming new weekly members tends to have a higher level of engagement, presumably because individuals are specifically named in the post. Furthermore, group members regularly advertise events or promote their own work, but requests for help and/or information have been less frequent.



To date it seems that members engage more actively with ‘simple’ requests (e.g., what is your favourite museum) as opposed to posts that try to encourage more of a discussion. Recently, several posts have elicited more discussion. The team asked [“In your experience, what things affect coastal and maritime heritage? We mentioned tourism – what others have you experienced?”](#), and posted by a group member not part of the PERICLES team [“What is your favourite maritime museum and why? Big or small!! Anywhere in the world”](#).

Regarding other types of engagement, such as sharing and reach, a [post](#) from one of our team promoting the PERICLES Map Your Heritage portal was shared 18 times (e.g., to the World Heritage Leadership Programme and Malta Traditional Boats Association groups) and reached 3,400 people.

## **4.2 Map your heritage Portal**

The PERICLES portal ([www.mapyourheritage.eu](http://www.mapyourheritage.eu)) is an interactive, multimedia online mapping platform designed to enable collection of data and analysis of the distribution of tangible and intangible cultural heritage. The aim of the portal is to allow users to better understand cultural heritage, particularly in the way that it is situated within marine and coastal land and seascapes. It provides an opportunity for citizens to engage with cultural heritage in an easily accessible and stimulating format, both as contributors and viewers, plus allowing for analysis of opportunities and threats in a spatially explicit way. Ultimately the portal provides a platform for the crowd-sourcing, public participation and engagement in cultural heritage data collection, creating new information relating to the location, description, and the human values associated with maritime and coastal cultural heritage across the PERICLES case regions.

The portal is intended as a tool to facilitate the engagement of different stakeholders through the process of mapping coastal and maritime cultural heritage. The portal is also designed to encourage interaction between users, with the ability to comment on content as well as share items via various social media channels such as Twitter and Facebook. The platform is multilingual to reflect participation across the case regions (English, Greek, French, Danish, Estonian, Maltese, Portuguese and Dutch). The portal has been used as an engagement tool during in-person workshops (e.g., Estonia) but because of COVID-19, engagement with and through the portal has largely had to be driven remotely rather than in person although in-person sessions and a recent social media competition (September 2021) have produced an increase in data uploaded. To date we have found that while the portal is a useful tool to engage people with CMCH, people have not interacted with each other’s content on it and while it may be useful for KE and engagement with CMCH, it has not promoted interpersonal interaction and networking. It is most effective towards this end when used as a tool within other events.

To promote the [Map Your Heritage portal](#), PERICLES partners ran a series of portal usability testing sessions with a variety of stakeholders in Denmark, Scotland, Northern Ireland and Portugal (total of 44 users). One stakeholder group identified for these activities was university undergraduates. This youth engagement activity provided a platform for students to engage with the portal, and CMCH more broadly, and to provide their feedback on the portal as a digital platform, but also on how they use it to engage with their local CMCH.

Undergraduate students have participated in this work from the Scotland-Ireland and Denmark case regions. It is hoped this activity will appeal to young cohorts who are digitally literate and very familiar with a range of web mapping platforms. Actively seeking their opinions on this topic will provide important insight for the project but will also engage them in a novel and appealing way to CMCH and its future governance and exploitation.

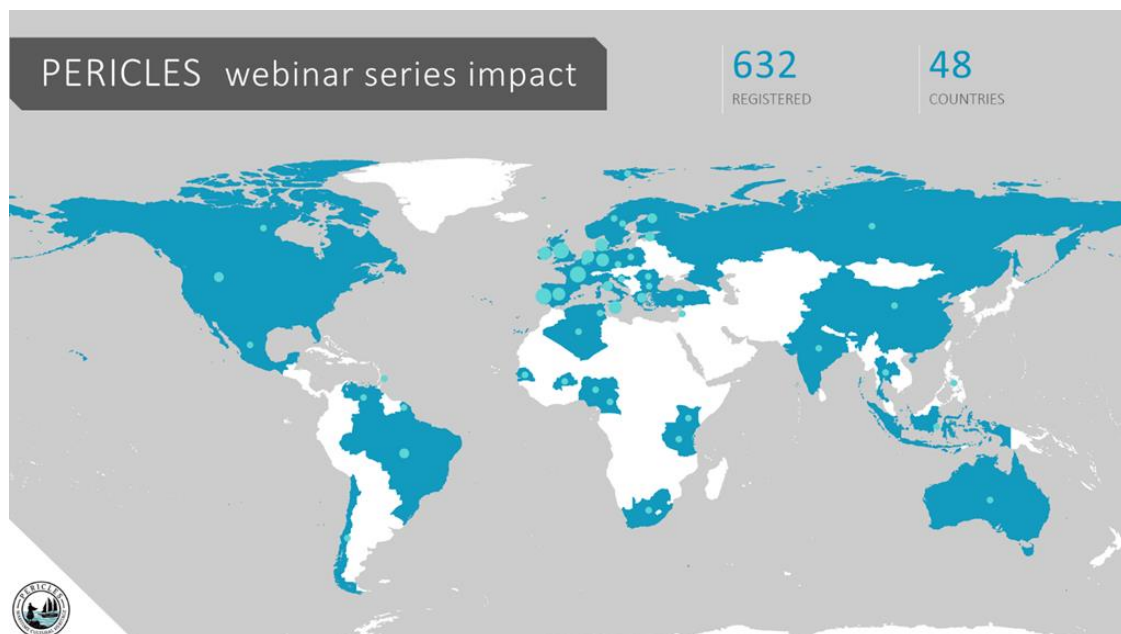
### 4.3 Webinars

PERICLES delivered a series of [webinars](#) as part of WP6 and 7 (T6.2 and T7.3). The PERICLES team initially conceptualised webinars as a way of disseminating PERICLES findings and helping build and support a CMCH network when physical meet ups (especially internationally) were impossible. The PERICLES webinar series started with a session that introduced the PERICLES project, followed by webinars from various stakeholders and consortium members, presenting research and discussing CMCH issues (Table 3). We also ran one webinar as an introduction and 'FAQ' for the PERICLES Map Your Heritage Portal.

**Table 3. Summary of the PERICLES webinar series**

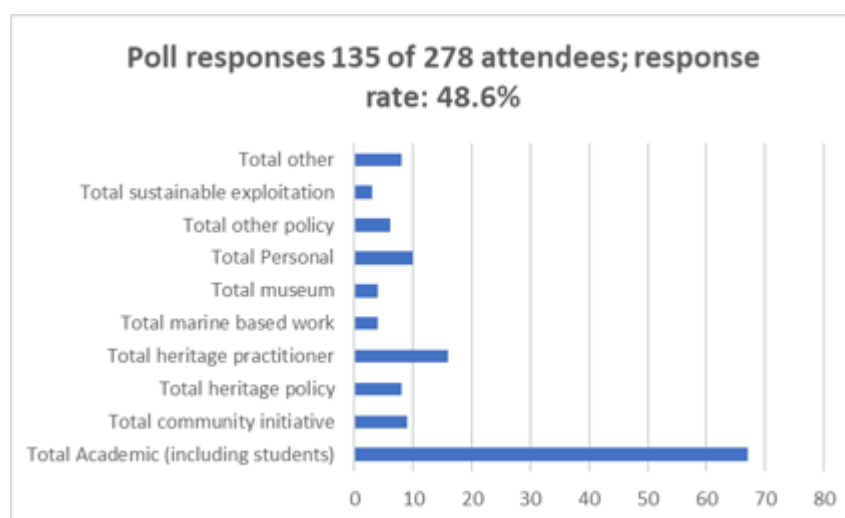
	Title	Speakers	Registrants	Date
1	PERICLES: understanding coastal & maritime cultural heritage, its meanings, risks, and potentials	Dr Kristen Ounanian, PERICLES Project Coordinator	200	27/05/20
2	ICOMOS France: a definition and five principles for the enhancement of heritage areas	Isabelle Palmi, Director of ICOMOS France & Jean-Pierre Thibault, Inspector General of Sustainable Development Administration and Administrator of ICOMOS France.	179	24/06/2020
3	Map Your Heritage: the PERICLES online mapping platform for coastal and maritime cultural heritage	Dr Sarah Knight, PERICLES Portal Officer	103	23/07/20
4	Ethnographic documentary: a tool for the enhancement of intangible cultural heritage	Dr Loes Witteveen & Pauline van Tuyl, PERICLES Researchers	79	30/09/20
5	Conserving Longyearbyen's Cultural Heritage in a Climate of Change	Dr Laura Ferguson, PERICLES Researcher	71	21/10/20

Webinars were an effective tool for PERICLES to disseminate information about the project, its findings, and tools such as the Portal. The webinars were particularly effective for attracting a global audience, which went far beyond our case regions. In the five webinars, attendees registered from 48 different countries, with 632 sign-ups (Figure 6).



**Figure 6. Infographic showing number and location of PERICLES webinar series registrants.**

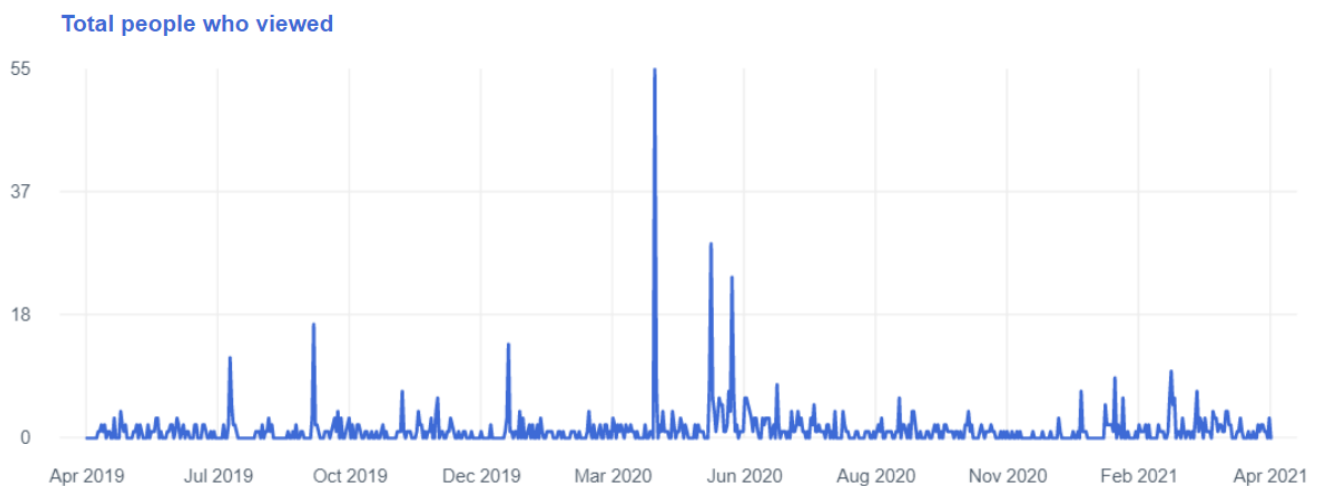
At the start of each webinar, we carried out a poll asking for the background of each attendee. This had a response rate of less than 50%, but of those that answered we can see that academics and students made up the majority of the audience, the rest being a blend of heritage stakeholders (Figure 7).



**Figure 7. Webinar attendee background poll responses**

Short [written summaries](#) were written in both English and French and posted on the PERICLES website which also contained links to the other webinars, to try and make effective use of the website traffic. As of September 2021 there over 20,856 unique visitors to the website. Video recordings of the webinars were also posted both on the website and onto our [YouTube channel](#) to act as a free resource for those

who were not able to attend or found out about the webinars post-event. Webinars were also put online on partners' channels, thus increasing the audience, e.g., the ICOMOS France webinar is also hosted on the PNRGM YouTube channel, with 207 views. It was found that webinars worked well in tandem with social media channels and the project website. These channels made for effective means of promoting engagement (one tweet advertising a webinar was seen by over 4000 people, see Figure 9). Specific techniques included asking PERICLES members to retweet our notices, as well as mentioning various relevant projects and institutions in original tweets and threads. On Facebook, we utilised the PERICLES Facebook page and found similar project/interest group pages to advertise on. Webinars were also an effective way of promoting further engagement on our social media channels and encouraging people to join our discussion group and follow the project on twitter. There were noticeable spikes in engagement following the webinars and in the promotional period leading up to each webinar (Figure 8). In this way we were able to raise the profile of the PERICLES project, including internationally beyond the case regions, and increase the networking potential of the Facebook group.



**Figure 8. Total unique views of the Facebook page. The spikes in April, May and June can be aligned with promotion of the webinars across our social media channels and website.**

The webinars were designed to be as interactive as possible. Audience members were encouraged to introduce themselves to each other and to share their location using the chat function, to upvote questions of interest to them, and to even respond to the questions themselves. In this way we sought to promote interaction among the attendees. We also used a poll to try and share participants' background and/or interest in CMCH, as well as an infographic map displaying the number and location of the webinar's registrants. There was good engagement in the webinars, relevant and interesting questions were asked, and some networking efforts were made, however it was, on the whole, difficult to facilitate conversation, mingling, or networking between the attendees. The webinar format is somewhat geared towards presentation-style events, and the online nature of the events made communication rather one dimensional. Barring a few instances, it was difficult to inspire natural or flowing conversations. That being said, multiple Question and Answer sessions ran over time as there was such interest and engagement with the topic area. This was particularly true for the ICOMOS France stakeholder webinar discussion, which was involved and in depth ([can be found here, in French](#)).

#### **4.4 Social media channels**

The PERICLES project has used several social media platforms throughout its duration. It is useful to be present on a variety of social media channels, as there is variation (geographically, professionally, and socially) in the users of the different channels. For example, Facebook is not as popular in France, but very popular in Malta and Greece. Importantly, some users of Facebook are keen to keep it as a social media as opposed to something they are using for work. However, similarly to Facebook, other social media platforms are also used differently across countries and demographics. For example, Twitter is used widely by academics, but is less so by heritage practitioners. Different demographic profiles also exist across the different platforms, with Instagram appealing to younger audiences. This means that being active across a range of digital platforms allowed us to reach a larger potential audience, as well as using the various platforms in tandem for mutual benefit.

##### **4.4.1 Facebook**

As well as the discussion group, the project has run a Facebook page, [Pericles - Maritime Cultural Heritage Horizon 2020 Project](#). The page was created on 21<sup>st</sup> April 2019, and as of September 2021, the page is liked by 567 accounts, and followed by 611 accounts. The demographic (age and gender) and location of the page followers is similar to the Facebook group. The page has been used as a means of disseminating project findings and information, advertising webinars and talks, hosting recordings of webinars and talks, presenting various videos produced by the PERICLES team, and promoting the PERICLES Map Your Heritage Portal. The Facebook page has significant engagement in terms of reach but with limited levels of discussion and networking.

##### **4.4.2 Twitter**

PERICLES also has a Twitter account, [@PericlesProject](#), which as of September 2021 has 953 followers. Twitter is widely used by academics as a professional social media channel; to promote work and events, engage in discussions, and share outputs, and PERICLES found Twitter a useful channel to engage with the existing and potential CMCH network. Several months have seen tweets from the PERICLES account be seen by over 20,000 people in a month, and in June 2020 PERICLES tweets were seen by 44,200 people, in terms of individual tweets, in April 2020 the top tweet was seen by 7,656 people (see Figure 9). Months with larger numbers of views tended also to have a higher number of profile visits and new followers.

**Top Tweet** earned 7,656 impressions

Check out our new [#infographic](#)! "What is maritime [#culturalheritage](#)?" Where is it, what is it & how is it valued? Explore our exciting online platform in 8 European case regions. Pin points on the map of coastal & maritime cultural heritage that matters to you! [#MapYourHeritage](#)  
[pic.twitter.com/JnITzo2x1p](https://pic.twitter.com/JnITzo2x1p)



**Figure 9. Example of tweet with high levels of engagement.**

Twitter has been used effectively to advertise the PERICLES Webinar Series and other events (see Figure 10), promote project teams, activities and outputs, as well as to describe events (through live tweeting) to generate interest and engagement with CMCH topics. We were able to use Twitter to advertise the PERICLES website, as well as the other social media channels, for example inviting followers to join our Facebook discussion group. Hashtags were utilised to draw attention to elements of PERICLES, such as [#MapYourHeritage](#) to advertise the Portal, or to increase visibility on the CMCH online network, for example [#culturalheritage](#), [#msp](#), and to network with particular communities, such as the [#MarSocSci](#) community. Importantly, having a Twitter profile allowed other users to mention the project, as well as individuals within the project, in their own tweets about various events and projects, such as ICOMOS and UNESCO (for example see Figure 5). This generates a certain amount of free promotion, helping spread awareness of the PERICLES project in academic and CMCH circles. Twitter has also enabled us to engage with other cultural heritage project teams, such as [RURITAGE](#), [CABFISHMAN](#) and [CHERISH](#). Twitter was also used to live-tweet the MARE Policy Day event (Figure 11), this helped to garner interest in both the event and the PERICLES project, but also provided those without the means or capacity to attend the conference to be involved and engaged in some way and is another means of facilitating networking through common interest, and enabling conversation and dialogue about the ideas discussed throughout the day.



**Top Tweet** earned 4,217 impressions

SAVE THE DATE for our 3rd webinar!  
"Map Your Heritage: the PERICLES online  
mapping platform for coastal & maritime  
cultural heritage"

Date: Thursday 23rd July

Time: 13:00-14:00 CET

Info & registration link soon...

[mapyourheritage.eu](http://mapyourheritage.eu)

#MapYourHeritage #PERICLESwebinar

[pic.twitter.com/TTLa1UCAI0](https://pic.twitter.com/TTLa1UCAI0)



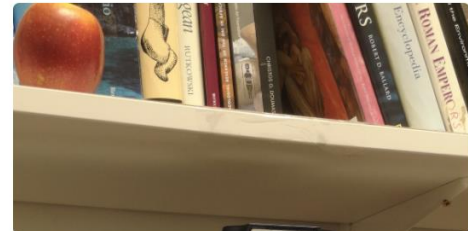
20 27



**Will Megarry**

@WMegarry · Nov 18

Hearing @WesleyFlannery talking about  
@PericlesProject at our  
@ClimateHeritage event in @Heri\_Hub.  
Amazing and exciting research @QUBNBE.  
Looking forward to @SUNDASIAProject  
and other speakers  
[pic.twitter.com/95JQmnjTve](https://pic.twitter.com/95JQmnjTve)



5 16

**Figure 10. Example of how Twitter can be used to advertise online content**

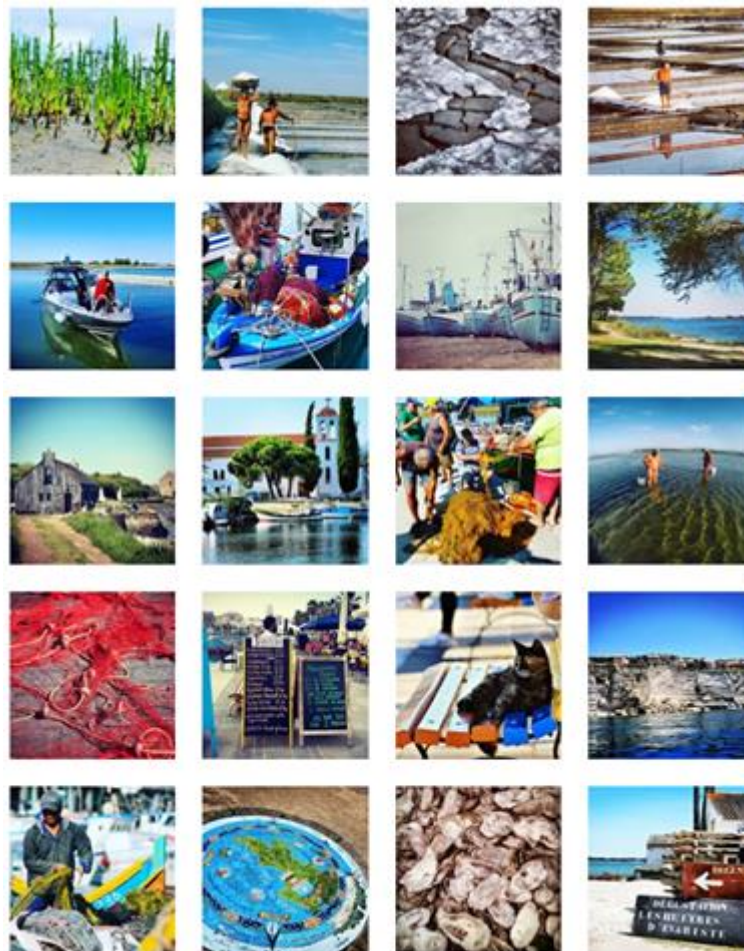


**Figure 11. Examples of live-tweeting from MARE Policy Day**

#### 4.4.3 Instagram

The PERICLES Instagram page [pericles\\_cultural\\_heritage](https://www.instagram.com/pericles_cultural_heritage) has been used to create visually appealing content for followers by sharing photos, videos and stories about PERICLES and its case regions (Figure 12). This channel was used the least, as most of our efforts were focussed on maintaining engagement on our other digital platforms, in September 2021 it has 317 followers. However, Instagram provided a

new way to engage with our audience, and our content received many positive comments. Stories were used to promote PERICLES events such as webinars, and we believe we reached different audiences this way.



**Figure 12.** The PERICLES Instagram grid showcasing photos and videos from across the case regions.

#### 4.4.4 YouTube

Finally, the PERICLES YouTube channel [Pericles-heritage](https://www.youtube.com/channel/UCPericles-heritage) hosts any video content produced by the case regions as part of the project, as well as recordings of the PERICLES Webinar Series. The most viewed video as of September 2021 is *Gentes da Ria: pesca artesanal*, with 707 views. There has been very little networking on YouTube itself, however, YouTube has been a useful platform for hosting our video content, and YouTube links to our videos are a fantastic source of content for the Facebook discussion group and our other social media channels. For example, the Facebook page post with the most engagement (the proportion of individuals reached by the post that actually click/like/watch it) promotes one of our YouTube videos about gender from the French team.

#### 4.5 Newsletter

During the first French lockdown period (March-May 2020) the Brittany team (UBO with PNRGM contribution) took the initiative to produce monthly newsletter (Figure 13). The main objective was to



maintain contact with the people with whom UBO and PNRGM have been working since the beginning of the project but also to promote the PERICLES work to new persons and institutions during this lockdown period. The newsletters were distributed to the general public, managers, policy makers and scientists.

Nine newsletters were published between [June 2020 and March 2021](#). The main themes developed were: Brittany case studies, CMCH and risk assessment, Intangible CH, Citizen sciences and PERICLES portal, Gender and CMCH, Sensitive approach and CMCH, CMCH in the Educational marine area, CMCH issues in Denmark, Portugal, Ireland. These newsletters were particularly expected by French SHs (Brittany) as they were able to follow the work carried out within PERICLES in other European countries. The newsletters were made available online on both the [PNRGM](#) and [PERICLES](#) websites with 500 and 1,133 views respectively.



Figure 13. The first PERICLES newsletter

#### 4.6 Digital Networking Best practices

The following details Digital Networking best practices gleaned from PERICLES' experiences:

**1) Different digital cultures exist across countries and professional sectors; it is difficult to find one solution to suit everyone.** Using a range of digital networking platforms in tandem is effective at

increasing engagement. This ensured the greatest reach was achieved, allowing access to individuals that may be present on only one or two platforms.

**2) Newsletters were a source of inspiration.** In Brittany the newsletters served as a source of inspiration for local elected officials and associations in taking steps to preserve maritime heritage. They found a readership and were expected every month.

**3) Professional stakeholders are unlikely to engage using social media.** Professional non-academic stakeholders did not really engage through social media channels and consequently we were unable to encourage networking in this way. Professional stakeholders did not wish to use personal profiles to engage with online discussion for example on Twitter or on the Facebook group and official channels occasionally shared content but did not engage in discussion. However professional stakeholders were happy to attend in-person events, and these were the best ways of facilitating multi-stakeholder networking.

**4) Investing time in curating professional, up-to-date, and active digital channels (social media and website).** This is not only important for dissemination, promotion, and engagement, it also builds trust and assurance for your audience. However, it requires a lot of personnel time and effort, a dedicated rota was a good way to spread the effort required and improved engagement levels.

**5) Meaningful engagement from the project team is needed.** The project team should post new content but also need to engage more fully for example by commenting, asking questions, and encouraging discussion. This helps to provide an engaging environment and facilitate interaction between members, providing networking potential.

**6) Webinars attracted large audiences but engagement across and between the attendees was difficult.** Webinars were a good means of dissemination and useful for directing people to the website, other social media channels, and the portal. However, while some networking did occur, it was difficult to inspire natural networking in the webinars, and in practice is not a like for like replacement of in person networking or workshop events.

## 5 Youth engagement

Facilitating youth engagement and participation in the preservation and enhancement of CMCH is an important component of the Pericles project. The involvement of youth, and the education departments has been a particular focus in the Greece, France and Malta case regions and has been achieved through the initiatives described below. The approaches described here can also be applied in other countries and can be used to develop an international dynamic for the exchange of experience and knowledge on the sustainable and integrated management of coastal areas.

### 5.1 Educational Marine Area in the Gulf of Morbihan (Brittany)

The Parc Naturel régional du Golfe du Morbihan (PNRGM) involved youth in the preservation of maritime heritage by using an Educational Marine Area (EMA) approach (Figure 14 and Figure 15). In 2017, PNRGM

#### Educational Marine Areas

An [EMA](#) is a small natural maritime area managed by primary school pupils through a participatory approach that involves them in a project of citizen action to protect the marine environment. Supervised by their teachers and an environmental education organisation, the pupils meet in the form of a "Council of the Sea" and take all decisions concerning their EMA. This approach makes it possible to raise the young public's awareness of the protection of an environment, to put the school in contact with the municipality in which the area is located, and also to make the actors in the area known. An EMA is generally spread over 3 years, without any obligation, the objective being to make it last over time. An EMA project includes one on-site intervention or meeting per month, such as a meeting with a professional. The pupils, teacher and referent also take part in 'sea council' twice a year as well as the annual "enlarged sea council".

set up an EMA on Island of Arz and with the Crac'h primary school who chose the [Bay of Saint-Jean](#) as their EMA (details can be found in the [booklet of the methodology](#) it applied for EMA and a [video](#)). This area is an important site for avifauna and also includes a working oyster farm and a former oyster farm building. The farm building is listed in the inventory of maritime built heritage of the area but is under threat because it is abandoned and damaged by natural factors and human degradation. For one year (2019/2020) pupils of the Deux-Rivières school (7 - 10 years old; 112 pupils), worked on the oyster farming theme. This theme made it possible to develop an integrated cultural and natural heritage approach, addressing the question of the evolution of this know-how (intangible heritage), of the oyster farming buildings (tangible heritage), of the oyster life (biodiversity) and also to discuss the location of this activity and its impact on the landscape and seascape (landscape heritage).



**Figure 14. EMA of Crac'h school at Saint-Jean's bay, in front of the old oyster farm.**

There were three main phases to the EMA project. An initial immersion phase allowed pupils to observe, discover and acquire knowledge of the area and to become familiar with the former and current oyster farms. The second phase allowed them to deepen their knowledge of their selected theme: shellfish farming in the past and today, through meetings and visits organised by the EMA's referent (retired and active oyster farmers, visits of former and current oyster farms). In this phase pupils discovered how the oyster profession and oyster farming buildings have evolved and learnt how an oyster lived and was raised. Finally, the third phase invited the pupils to reflect on the means of transmitting knowledges and managing this marine area. Twice a year, pupils, their teachers and their EMA referent organised a sea council. At the end of the year (December 2020), an enlarged sea council was organised, bringing together pupils, teachers, EMA referent, oyster farmers, elected officials and representatives of the national education system. During this enlarged sea council, pupils can propose their ideas on actions to be taken to the elected officials. For example, to enhance the value of the abandoned oyster farming building of the bay of Saint-Jean, they proposed transforming it into a bird observatory or setting up temporary exhibitions on oyster farming or insects in the bay. Even if the proposals are not necessarily approved, the elected officials and representatives of the national education system were attentive to the pupil's suggestions. They listened to them and asked them about their thoughts.



**Figure 15. Two retired oyster farmers explain to children, using a model of an old oyster farm**

The EMA approach is a work of co-construction between different heritage and education actors, sea professionals, scientists, associations and inhabitants. In this way, the EMA also promotes the development of networks between different local actors and local elected officials and allows for the crossing of environmental and heritage issues.

It places pupils at the centre of the reflection on the future of natural and cultural heritage and mobilises them in a process of co-decision, echoing participatory governance. On the scale of the Gulf of Morbihan, the EMA approach encouraged youth to discover and/or become more aware of their environment, their heritage and its fragility. It is a real driving force in the knowledge of the area's heritage and the challenges it faces. Crach's EMA raised awareness among a hundred or so children of the oyster farming heritage, which many of them did not know. During the enlarged sea council, several of them said, not without pride, that they had returned to the bay of Saint-Jean with their parents and "we made them discover the place, the animals that live there and how oyster farming was done before. We show them what we have done in the EMA". Today, the oyster farming heritage has been integrated into the EMAs of the Gulf of Morbihan, and from next year two other schools in neighbouring municipalities will include this subject in their EMA project. Two of them will also approach the maritime heritage from an artistic point of view, by carrying out poetry writing workshops with a writer.

## ***5.2 Working with schools and fishers in the Aegean***

Pericles partners in Greece have worked in collaboration with the education sector as part of the Environmental Awareness course that is part of the school curriculum to approve CMCH as a topic within this course. In this initiative, students and their teachers are trained and supported in using anthropological approaches to learning more about fishing cultural heritage. Students and their teachers were asked to act as researchers and collect data on fishing cultural heritage in their neighbourhood and through their families and acquaintances. To help achieve this, PERICLES organized a series of workshops for educators and students with the aim of providing familiarization with the main concepts of the project, education on issues of fishing cultural heritage, training in ethnographic field techniques and a final workshop that allowed students to share their findings. PERICLES partners also constructed a case



study specific [website](#) in order to support this action where all the material developed to support the training workshops and where the students' findings can be accessed.

The first workshop was held on the 31<sup>st</sup> October 2018 in Kavala. The main aim was to initiate the process of collaboration and to explore the possibilities with participating educators. During this workshop participants discussed the pillars and core approaches of the Pericles project and how school children and teachers could build on these through their participation. A second workshop was held on the 18<sup>th</sup> February 2019 and was organized as a training day. During this workshop, participating teachers had the opportunity to discuss and try ethnographic methods. This was facilitated by Pericles partners aided by Mr. Aristides Tsantiropoulos, professor of Anthropology at the University of Crete and Mr. Panagiotis Karanikola, a coastal fisherman who took the role of informer and answered the questions of participants, showing everyone a sample of the wealth of the region's fishing culture. A third workshop was held on the 15<sup>th</sup> May 2019. The aim of this workshop was for the students to share their work. During the morning students spoke about the sea world as artistic inspiration, sensory relationship with it, fishing in the history of Kavala and the history of families and their boats. The event was attended by the teachers-coordinators of the environmental groups with more than 100 students. Representatives of the Museum of Refugee Hellenism and the Group of Oral History also participated.

This work was intended to continue in the scholastic year of 2019-2020. To this end, a kick-off workshop for educators was organised on the 2<sup>nd</sup> February 2020 however this work has since been suspended because of COVID-19 restrictions and the series of workshops has been unable to continue in 2020-2021. However, as heritage has now been accepted as a topic in the Environmental Awareness course and other schools may pick this up in future. The schools program set up a paradigm of good practise to be followed again in the future and this is supported with materials that were produced in PERICLES for this purpose and will be available to similar future programs.

### **5.3 *Fishing for Recipes***

In the Malta region a competition targeted at youth was arranged as part of the International Fisheries Day celebrations. The idea to launch an online competition for young people was one of the outcomes of a stakeholder workshop held in Malta in March 2020 and the '[Fishing for Recipes](#)' competition was launched in collaboration with public authorities in Malta (Figure 16). The competition aimed to engage Maltese youth with their local maritime and culinary cultural milieu and heritage, safeguard Maltese fisheries produce, and educate people beyond the 'standard' catch, promoting the use of underutilised fish species found in the waters of the Maltese Islands.

Spread over 6 weeks, 36 students participated through submitting their own photos showcasing the ingredients they used in the recipe, the cooking process and a photo of the final dish to a dedicated Facebook page. The top ten dishes (the most liked on the Facebook page) were then evaluated by an expert jury which selected the top 4 dishes. Points were awarded on creativity, presentation of the final result and adherence to the regulations provided. The competition was a success, with some entries receiving hundreds of comments and likes and the Maltese Government intend to run this competition again. The online format made participation easier, with participants able to join from their school and from their home setting. At the same time, running the competition online provided a large audience

and publicity both for the competition itself, but also the organising groups behind it, with the caveat that underage participants needed an adult to submit their entry on their behalf.



Figure 16. The fishing for recipes competition

#### 5.4 Youth engagement best practices

The following details the best practices for facilitating youth engagement in CMCH gleaned from PERICLES' experiences:

**1) Part of the curriculum:** A key element for the success of youth engagement through schools was that it was incorporated in the normal school curriculum meaning that teachers and students did not have to invest extra time in addition to their already heavy school program (see [D7.2](#) for an overview of the PERICLES education materials).

**2) Youth had an active participation role:** A second factor that contributed to the success of programs was the active engagement of youth participants. In Greece students had an active role in collecting data

and creating materials (e.g., filming, sound recording, archive searching). In France they received hands-on experience through site visits and proposed their own management approaches in a process of co-decision. They were involved in the management choices of the area and shared their thoughts on future developments with elected officials. This involvement is a source of pride for the students, who become advocates and ambassadors for their marine area. In Malta they researched, prepared and cooked their own dishes, some even caught the fish. In the portal testing groups, they were engaged to actively test and provide feedback on the portal.

**3) Teacher training or benefits to teachers:** A third element of success was the benefits to teachers. For example, in Greece, teachers were provided with training for in ethnographic field methods and basic concepts with repeated and follow up workshops that were supported by personal contact with project members for additional help. The training was both in theory and in practical matters, with some practice during the workshops. That gave teachers the confidence to guide the students themselves. In France, working together with an EMA advisor provides positive and productive support to teachers as they integrate this knowledge into their curriculum and become familiar with other topics.



## 6 Further reflections

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This section is based on partners' experiences of working to engage stakeholders and build networks throughout the project and were collated during a dedicated session in the project final annual meeting. In general, we found that coastal and maritime cultural heritage was a topic that people found easy to engage with and were interested in. On the whole, participants found it easy to talk to us, and to each other, about CMCH, more so than has been the case in other sectors in our experience. There could be a few reasons for this:

- we did not pre-prescribe what CMCH was, or should be, which may have made it easier for people to talk about what they valued as their heritage,
- there was no application of technical language removing some potential language barriers
- there are few knowledge barriers; it is a topic people are familiar and comfortable with and participation largely depended on existing knowledge.

There were however some instances of engagement being more difficult. In France for example, fisheries committees did not express interest in participating as the sector does not wish to be seen as a heritage activity, although they did think that a book produced by French partners, [Savoirs en mer](#), was useful to them. In some instances (e.g., Scotland), some participants were more reluctant to engage when the focus was on discussing other sectors that may impact on heritage (e.g., development, blue growth) rather than heritage itself because of a perceived lack of knowledge. Finally, while heritage is an engaging topic, it is not a neutral one. Some heritage is contested, and it is important to bear in mind that in these instances there are conflicting perspectives and values. Contested heritage can also raise barriers to engagement. For example, in Belfast, some stakeholders felt heritage wasn't relevant to them even though they have historical links to it because it was claimed by another group, and this group refused to engage.

Communities are themselves proactive agents and organise their own groups of interest, and within Pericles we have worked with citizen groups with an interest in heritage. In some places (e.g., the west coast of Ireland) there was a keen community interest in local heritage but no existing heritage networks. Here, the project was able to help kickstart community heritage-related initiatives. In other cases, communities were already well networked but their engagement with and networking through the project put heritage more firmly on their agenda (e.g., Small Isles, Vilsund). In other places, there were already thriving community heritage organisations and initiatives (e.g., Belfast, Scotland, Estonia). These groups did show an interest in the project but had varying degrees of participation. For example, in Scotland heritage groups were interested but most of their time and effort was geared towards their own initiatives. In Estonia, participants were happy to engage with the project partners (the National Heritage Board), participate in project activities and share their knowledge, but only a few continued with project related activities such as adding material to the portal themselves afterwards. Even where there is a shared interest, engagement depends not only on how well the project aims align with existing initiatives, but also on whether it can contribute to stakeholders' own interests and ongoing initiatives.

Our experiences also highlight issues regarding the dynamics between research projects and participants' expectations. Projects like PERICLES are time limited and as such engagement can be viewed with doubt, especially if the case region partners are primarily researchers with little power to affect change. Even if there is a shared interest in the topic, if resources are limited, the benefits of engaging may not be considered important. Similarly, if a project cannot help with other pressing

community issues (e.g., money for infrastructure) then engagement may be limited. It is therefore essential that project partners are always fully transparent with participants about what a project can and cannot offer them. Further, project timescales and deadlines did not always align with those of the people and communities we worked with. It is difficult to anticipate how this will work at the start of a project therefore a degree of flexibility is necessary throughout. This being said, it is interesting to note that action-research projects carried out by entities such as the Parc naturel régional du Golfe du Morbihan (PNRGM), a park with mixed governance and a territorial project via its Charter, ensure the continuity of the project by managing to mobilise stakeholders over the long term through constant fieldwork, mediation and consultation.

It is encouraging that there are many heritage interest groups in some places and nascent ones in others, but one key question for governance is how to encourage the next step when it comes to engagement with heritage issues, or even sharing and representing knowledge more broadly. In other words, how can we tap in to the fragmented reservoir of existing knowledge, interest and values to help tackle heritage governance and management issues? Engagement is the first step in this process towards active participation. Research projects like PERICLES can share know-how, collect and collate information, offer representation through engagement or even help build and facilitate networks but do not have any power to directly act on recommendations themselves. This depends on the active engagement of locally influential actors from the heritage sector but crucially also from other sectors such as marine planning, tourism and local, regional or national government. However, these sectors first need to recognise that heritage is not only something that is nice to know about but matters in policy and practice.

In some case areas PERICLES was successful in building networks that did include governance actors with power to meaningfully include and act on heritage issues as for example in France, Malta, Aveiro, Greece and Denmark (Vilsund). These new networks will continue beyond the life of the project to influence local development issues as well as heritage-related initiatives. In our work in France, the involvement of the PNRGM as PERICLES partners was key to this. Local authorities have approved the Parc's charter and therefore engage with initiatives. Through this role, the Parc were able to bring stakeholders and citizens together fruitfully. However, even in such collaborations there are resource limitations that mean that continued work on CMCH is at risk. In Denmark and Greece, project partners were able to facilitate the inclusion of heritage as a key theme in emerging development plans. However, in other places (e.g., Scotland) while we could promote the inclusion of heritage with marine planning partnerships, we did not manage to meaningfully engage local authority actors despite initial interest in the project. We reflect that the differences in engaging these stakeholders are partly the result of the personnel resources available in conjunction with project activities coming at a time when there was an opportunity for and interest in including of heritage, as was the case in Vilsund. The difference also partly speaks to different conceptualisations of heritage (WP2) and whether it is seen as something that can contribute to cognate sectors or whether it is considered separately. Throughout the duration of the project, we have found that there are differences across the case areas in realising the full potential of heritage (please refer to WP 5 deliverables for a more in-depth discussion). Further, local authorities are not permanent and even when good collaboration can be established, there may still be difficulties in maintain collaboration with changes in administration or personnel. In bringing a mix of stakeholders together, awareness of existing tensions, mistrust or power imbalances is needed. In cases where there were potential issues, we found that project partners could be effective facilitators. For example, the partners working in Malta were not Maltese and were therefore seen to be neutral and independent brokers.

Several of the networks that the project has built will continue and will be used to generate new projects and we hope that others will develop further in time based on the connections made or reinforced through project activities. For example, in Locmariaquer (France), thanks to the dynamics instilled by PERICLES, the municipality are developing, with the citizens, an "oyster heritage" trail, highlighting this practice through oyster farmer testimonies, visits to oyster farms and by enhancing it through an artistic approach. Also, following the workshops, one of the participants created a local association "Akhens patrimoines" for the preservation of the maritime heritage of the municipalities. Finally, citizens are continuing initiatives that were in place before PERICLES to preserve and promote heritage (e.g., cleaning of fountains). In Vilsund, the museum and the local communities will be involved in shaping the emerging development plan. In Kavala, partners introduced fishing cultural heritage to local development planning, which may lead to actions that will use the results of PERICLES. In Aveiro networks created between boat owners, the municipality and the museums are being used to develop heritage tours of the city.

## 7 Conclusion

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This report on good practice for stakeholder engagement in CMCH management aims to have both summarised the findings of PERICLES regarding existing stakeholder engagement in the PERICLES case regions and presented the attempts of the PERICLES project to engage stakeholders in CH management.

It was found that while good intentions exist around increasing the amount of community engagement and empowerment in CMCH governance, there is still difficulty achieving consistent community engagement, with policies and/or guiding documents often developed by a lead body in partnership with professional stakeholders which is then put out for public consultation. This does not correspond to genuine and effective community participation. While there is an ongoing drive and increasing opportunities for participation of all types of stakeholders in heritage and cognate sectors, there are still barriers to be overcome.

The attempts of the PERICLES project to engage stakeholders in CH management were extensive and varied. While workshops, festivals, school initiatives, teaching and other physical events were very effective, they were vulnerable to COVID restrictions. Online alternatives were put in place wherever possible, and new techniques of engagement such as Facebook groups, online events and webinars were utilised. It became clear that while these new techniques offer some potential, including opening up engagement to previously excluded and/or marginalized groups, they also simultaneously exclude other groups. As such it became clear that online stakeholder engagement cannot as yet constitute a like-for-like replacement for physical efforts. More work is needed to ensure inclusion, and to ensure that the issues of trust, power, transparency, validation, knowledge imbalances and resources that challenge physical interactions are not simply replicated or even amplified by moving engagement channels online.

The fact of mobilising the key players in a territory on the issue of sustainable management of maritime heritage enables progress to be made on the need to better consider and integrate cultural heritage into planning tools and territorial development projects. Even if the concrete implementation of a management strategy is slow to get off the ground, the commitment of various stakeholders provides visibility and impetus to this issue, which then becomes an obligatory point of discussion.

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## ANNEX A: MARE Policy Day

All day / Pre & post-Policy Day	Coastal Transformations, a visual exhibition of FisherCoast, visual materials from PERICLES, and other supporting material for MARE Policy Day from panelists	
10:00 – 11:00	<b>Opening of MARE Policy Day on Coastal &amp; Maritime Cultural Heritage</b> Kristen Ounanian, Coordinator of PERICLES Antony Firth, Ocean Decade Heritage Network	
11:00 – 11:10	<b>Find your session's "room" / Coffee break</b>	
11:10 – 12:30	The Integration of the City & the Sea <b>Chairs:</b> Reza Masoudi & Carsten Jahn Hansen	Intangible Cultural Heritage knowledge: its challenges and opportunities <b>Chair:</b> Katia Frangoudes
12:30 – 13:00	<b>Lunch Break</b>	
13:00 – 15:00	Bringing together cultural and natural heritage <b>Chairs:</b> Elaine Azzopardi & Irène Béguier	
15:00 – 17:00	Policy integration of coastal and maritime cultural heritage <b>Chair:</b> Hilde Toonen	The role of museums and hidden heritage narratives <b>Chair:</b> Tom Selwyn
17:00 – 17:30	Closing: Brief Reflection and Acknowledgments <b>Chair:</b> Kristen Ounanian	

### MARE Policy Day Full Session Descriptions

#### Welcome & Opening Keynote

Welcome from Kristen Ounanian, coordinator of PERICLES

Keynote: Integrating cultural heritage in ocean science and sustainable development: the next ten years

Dr Antony Firth, Ocean Decade Heritage Network

#### The integration of the City and the Sea

This session focuses on the question of disconnection and integration of the sea and the city, and reimagining the use of the sea/fjord as an extension of cities, towns, villages. Reza will talk about the fact that while historical dockland areas were a part of cities, a joint that connects cities and seas, docklands and ports are now isolated from urban life in large cities due to security and safety issues. He will suggest that rituals and festivals are one of the ways that would contribute to reviving the integration of seas and cities. Carsten will talk about small coastal towns and villages, and how rethinking the use of the water may help transform local development paths. He will discuss this in terms of a renewed view to cultural heritage, changes in local governance 'spaces' and practices, as well as how local and regional

polymaking can learn from this. The session will invite stakeholders to share their views on the integration of the sea and the city.

Chairs: Carsten Jahn Hansen & Reza Masoudi

Panellists: Stein Arne R  nes, Joanne Attard Mallia, Daniel Larsen, Anders Have Espersen

### **Intangible cultural heritage knowledge: its challenges and opportunities**

Fisheries, seaweed harvesting, oysters and fish farming, boatbuilding, and other maritime activities shaped local landscapes and coastal communities' identities throughout the world. Recently, coastal populations involved in these activities have decreased for multiple reasons including the departure of young people from coastal communities for alternative livelihoods, declining resources, fisheries policies promoting consolidation and specialization of fleets and fishing activities. In many places, the skills and know-how of these fisheries-related activities has disappeared; however, some places have been able to maintain knowledge networks, and have found other modes to help the traditions survive. The session will discuss experiences from Malta, Portugal, Denmark, and Greece on opportunities in tourism and recreation for safeguarding traditions, as well as the challenges that remain.

Chair: Katia Frangoudes

Panellists: Alicia Bugeja Said, Kirsten Monrad Hansen, Dimitra Mylona, In  s Amorim

### **Bringing together cultural and natural heritage**

The distinction and differentiation between cultural and natural heritage is now recognised as problematic and there are increasing calls for better integration of the two. In this session we will discuss the challenges and opportunities for better integration of these heritages, drawing on lessons learned from existing initiatives such as the World Heritage List and ecosystem-based approaches, as well as examples of their application through specific place-based management approaches.

Chairs: Elaine Azzopardi and Ir  ne B  guier

Panellists: Antony Firth, Christophe Fontfreyde, Mart  n Andrade-P  rez, Geoffrey De Vito, Bruno Marmioli, Chlo   Campo de Montauzon, Gabriela Mota Marques

### **Policy integration of coastal and maritime cultural heritage**

Capturing cultural heritage within planning processes and new developments regarding economic opportunities (Blue Growth) has proven to be difficult. This session will reflect on the conflicts and opportunities, by providing room to policy makers to share their views based on their own policy practice. In a Q&A-like session, they will discuss the ways in which they see cultural heritage management and practices are (not) integrated within and across a wide range of policy domains. This session builds upon Session 2.1.

Chair: Hilde Toonen

Panellists: Andrea Klomp, Triin Lepland, Fiona Mills, Philip Robertson



**Museums and Memories: Composing Maritime Cultural Heritage**

This panel will offer four papers about how maritime cultural heritage is remembered, forgotten, edited, and regenerated. One main focus will be upon maritime museums. The two ethnographic examples covered include the fishing museums in Piran, Slovenia [(Franco Juri (Maritime Museum Piran) and Natasa Rogelja (ZRC SAZU)): "History and Heritage in the Maritime and Fishery museums. The case of NE Adriatic" and Hastings, East Sussex [(Tom Selwyn (SOAS)): "Weaving and mending holes in nets of memory on the English south coast". Another main focus of the panel will be upon the public articulation of memories and narratives about features of maritime history in Belfast, Northern Ireland [Brendan Murtagh (QUB) and Senija Causevic (SOAS)): "Waterfront regeneration and the creative destruction of memory in Belfast, NI" as well as similar issues in Rijeka, Croatia (Senija Causevic).

Chair: Tom Selwyn

Panellists: Brendan Murtagh, Senija Causevic, Duška Žitko, Nataša Rogelja Caf